SEPTEMBER 26, 1960

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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INFLUENTIAL IN PHILADELPHIA

WIBG

A STORER STATION

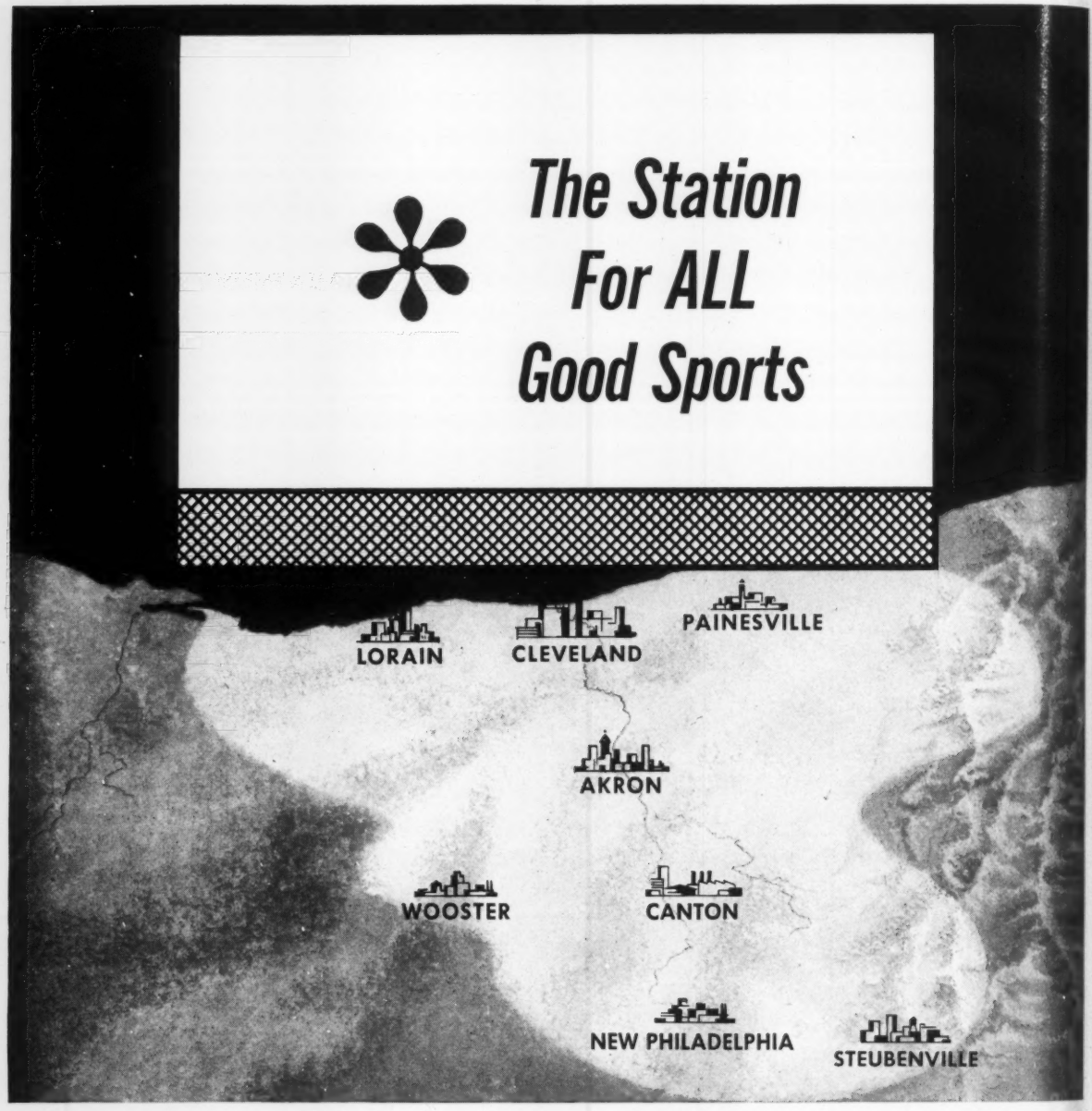
RADIO 99

ON YOUR DIAL

WIBGLAND PHILADELPHIA

Leader in Quantity, Quality and Business Establishments Audience . . . Leader in news, and new ideas in Community Service: Latest Pulse & Hooper Total Rated Time Periods.

Another Great Storer Station Represented by the Katz Agency, Inc.



✻ WGAR is warming up for another great season of sports coverage. To kick off this program, WGAR is broadcasting the thrills and color of every Cleveland Browns game and each Ohio State gridiron battle to listeners throughout the Northeastern Ohio area. Sports fans will also be treated to the on-the-spot coverage of the Cleveland Barons hockey matches plus the play-by-play action of the Cleveland Pipers, Cleveland's entry in the pro basketball circuit. Add to this WGAR's programming of good music, drama, comedy, news and local events featuring top local and CBS personalities and you have a complete entertainment package that is truly... Radio for Grown-Ups... of All Ages.

CLEVELAND—50,000 WATTS

PEOPLES BROADCASTING CORPORATION

WGAR.....Cleveland, Ohio
WRFD..Columbus-Worthington, Ohio
WMMN.....Fairmont, West Virginia
KVTV.....Sioux City, Iowa
WTTM.....Trenton, New Jersey
WNAX.....Yankton, South Dakota

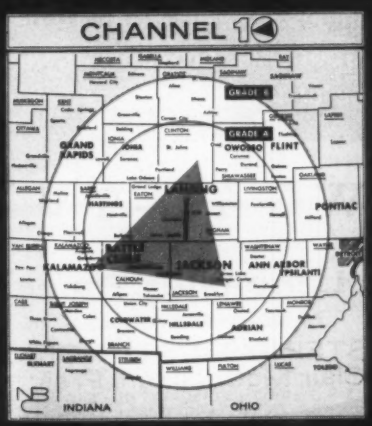
WGAR

Represented by HENRY I. CHRISTAL COMPANY

ONE SHOT TAKES ALL THREE

LANSING
JACKSON
BATTLE CREEK

"Knuckles down, skinny bone tight" for a shot with the "Cat's Eye" of the Golden Triangle! You'll pocket all three mid-Michigan "Agates" and take 46% of the state's population, outside Detroit. WILX-TV not only has the Marbles in Michigan, it also covers an area ranking 11th in retail sales · 26th in TV Households** Play for keeps—call Venard Rintoul & Mc Connell, Inc.*



*SRDS Consumer Market Data

**Television Age 200 Top Markets 11/30/59

WILX TV

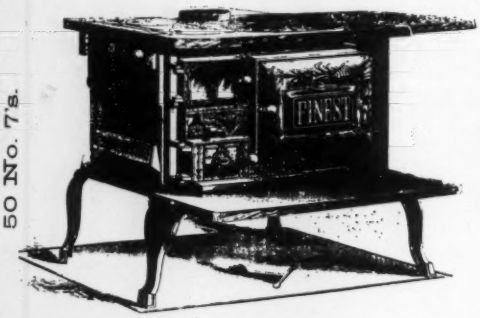
SERVING MICHIGAN'S GOLDEN TRIANGLE

WILX is associated with WILS — Lansing / WPON — Pontiac

OUTSTANDING VALUES

1885

JOB LOT OF STOVES!



Twenty-Five Per Cent. Lower Than Ever Sold Before.

When this lot is sold you will not have an opportunity to buy again at the same price, because we cannot buy Stoves regularly to sell at the prices at which we offer this lot, these being made especially for a party who has failed to pay for them. We took the lot and will sell them at the following prices giving our customers the benefit of our bargain:

	Without Fixtures.	With Fixtures.
No. 7 oven 13 x15	$10.00	$12.50
No. 8 oven 16½x16½	12.50	15.00

CLEAVER & HOLLIS,

1960

WGAL-TV

Channel 8

Lancaster, Pa.

NBC and CBS

MULTI-CITY TV MARKET

Best buy in the Lancaster/Harrisburg/ York area today. This Channel 8 station is far and away the favorite in these three metropolitan markets and in many other communities as well. WGAL-TV delivers this responsive, prosperous viewing audience at lowest cost per thousand.

WGAL-TV

Channel 8

Lancaster, Pa.

NBC and CBS

STEINMAN STATION

Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT

Sale slow-down ■ Minimum holding period on station sales may be in broadcasting's future—and that period may be three years. This was sense of wholly impromptu discussion last week at FCC meeting, when commission was considering various station sale approvals. Subject of "trafficking" has been informally discussed by individual commissioners, but this was first discussion of matter in official commission meeting. Subject was dropped on understanding it would be reviewed officially soon.

What sparked debate were notations on two of last week's sale approvals showing they had changed hands twice before in past five years: WKTG Thomasville, Ga., was first sold in 1955 for $62,000, then last year for $60,000 and last week for $90,000; KODY North Platte, Neb., was sold in 1957 for $210,000, again in 1959 for $197,500, and last week for $200,000.

NAB candidate ■ NAB's presidential selection committee may complete its work this week. Following session last Thursday in Washington, entire eight-man committee, plus three-man policy committee, concluded it would carry on its deliberations beginning today (Monday) in New York. Thursday session, it's learned authoritatively, included luncheon meeting with one of prospective presidential appointees, well-known public figure.

At today's session in New York, it's expected another prospective appointee —likewise well-known public figure— will meet the committee. This official is no stranger to communications but his identity also is being kept secret.

Ratings passé? ■ Dr. Sydney Roslow, whose Pulse Inc. sells quarter-hour radio ratings, may talk himself out of that phase of business this week. He'll tell Omaha Advertising Club that program ratings have lost their meaning in today's market, will suggest instead that stations sell—and buyers buy—on basis of cumulative audience measurement.

Dr. Roslow's new tack (although he's still providing old one) is premised on reasoning that radio's total share of audience in given market at given time runs in 20s, 15s and under so that individual station shares become meaningless. Only by counting in frequency of impression on cume basis, plus stressing qualitative factors in audience composition, can buyer justify radio today, Dr. Roslow will say.

Hayes as helper ■ John S. Hayes, president of Washington Post Broadcast Division (WTOP-AM-FM-TV Washington; WJXT [TV] Jacksonville, Fla.), has been tapped by Democratic vice presidential nominee Lyndon B. Johnson as policy consultant-coordinator of network tv-radio appearances for duration of campaign. Mr. Hayes will be counterpart of J. Leonard Reinsch, executive director of Cox stations, who is operating at policy level for Democratic presidential nominee John F. Kennedy. Mr. Hayes began his duties last week.

Market is measure ■ There's no magic in that 85% figure that CBS Radio historically has used to judge adequacy of affiliate support for major changes in its relations with stations. So when affiliates' convention this week considers plan to delete daytime serials and expand news coverage (see page 54), go-ahead won't depend on any fixed percentage of rate card. Controlling factor will be whether enough stations in enough right markets subscribe to make it worth while for network to proceed with changes. Officials say that while smaller stations usually want more programming, not less, reaction to proposals thus far has been heavily favorable. But if substantial opposition should develop, outcome will depend less on numbers than on what markets they represent.

Option background ■ FCC's order cutting option time from three to two-and-one-half hours in each of four segments (BROADCASTING, Sept. 19) was result of hard fought compromise. First voted down 5-2 (with Commissioners Craven and Lee for) was proposal to retain *status quo* at three hours. When this failed, 4-3 vote finally was won, with Commissioner Cross and neophyte Commissioner King swinging to Craven-Lee position that option time is reasonably necessary to network operation.

Fete for Congress ■ Major social event of 1961 NAB convention (May 7-11 in Washington) may be social get-together with members of Congress. Idea proposed to convention committee would divide affair into state broadcaster-legislator groups, with separate sessions integrated into joint program.

If extravaganza banquet is agreed upon, it's expected all networks will be asked to contribute talent on basis befitting gala occasion, which would mark introduction of NAB's new president to membership. Heretofore convention talent has been provided by BMI and ASCAP, alternately, with latter producing 1960 show.

No test ■ Some highly placed broadcast engineers are glum about decision of FCC to use channel 31 for $2 million uhf experiment in New York City. These professional circles feel experiment could be more meaningful if high end of uhf were used—since that is where most problems are. Or, they feel there should be two frequencies used, one on low end and other on high end of uhf. Uhf television band runs from 470 mc to 890 mc. Channel 31 is 572-578 mc.

Slow pay ■ TelePrompTer Corp., which had planned to test its system of pay tv in November (BROADCASTING, Sept. 19), won't meet that target date. Company has set up scale-model hookup of five houses in its New York headquarters and will test engineering phases of its system on 24-hour basis. Indications are test of its system in Liberal, Kan., will not come off until early part of 1961.

Code revision ■ Major overhaul of NAB television code may be next step of code board, slated to meet Oct. 4 in Washington. Idea of revamping would be to update document in view of developments since it became effective more than eight years ago and to reduce wide assortment of verbal admonitions ("should not," "not recommended," etc.) to more uniform language.

Space in space ■ With communications satellites and other space vehicles soaring overhead, new and urgent problems in outer space spectrum allocations are rising to haunt space authorities here and abroad. Conference on space allocations is scheduled in Geneva in 1963 as aftermath of last year's International Telecommunications sessions, which concluded it was too early to consider specific allocations for space. Preliminary negotiations may be undertaken soon, in hope of expediting action in light of rapid progress of space developments.

Go west, young man ■ There's recurring report that male talent for tv film production on West Coast is becoming critically scarce. So much so, in fact, that Warner Bros. has been looking over college football films in diligent search of photogenic players who could pass screen test. There's no such problems in finding females for tv film roles; supply of them is plentiful.

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*It's no lovers' dream – it's a fact – Baton Rouge as a market ranks just below Ft. Worth-Dallas, Houston and New Orleans. It's the 4th largest market in the Gulf South – an area made up of the states of Louisiana, Texas and Mississippi. The Baton Rouge market, with a population of 1,561,000 and retail sales of $1,285,000,000.00, is served completely by television station WBRZ. Baton Rouge is truly too BIG a market to be overlooked on any list.

ABC NBC

WBRZ *Channel* **2**

WEEK IN BRIEF

MR. SCOTT

Radio's sales key: the local personality ■ "Since much of the effective selling in the U.S. is on a person-to-person basis, local radio is urged to take advantage of local personalities," Louis E. Scott, vice president and general manager of the Los Angeles office of Foote, Cone & Belding, notes in this week's MONDAY MEMO. He describes radio as an "intimate medium" whose message is most effective when "delivered with believability by the right person." For details about how strong local personalities are working effectively for FC&B clients on the West Coast, turn to page **24.**

Image of an image maker ■ Television Information Office approaches its first anniversary with a track record few people know. What is it doing? What has it done? BROADCASTING gives the answers in the first published depth study of TIO activities, also explores the attitudes of people paying the bill. Page **27.**

Pursuing profits for radio ■ RAB's fall management conferences provide a forum for cross-pollination of the new ideas that can increase a station's audience and profit standing. Page **34.**

K & E's Bill Lewis ■ His change from president to board chairman at Kenyon & Eckhardt has a tv angle: He'll concentrate more on the medium now. Page **42.**

A solid union front ■ In coming sessions at the bargaining table, networks will find the major labor groups there in one unified group. Page **48.**

New court action on Warner features ■ Application for an injunction is filed by Triangle Stations against Seven Arts Associated Productions to halt sales of post-'48 Warner features in Triangle's markets. Page **58.**

UN's 'biggest story' ■ More than 600 radio-tv newsmen converge on the United Nations to provide the most extensive coverage of a UN session. Reason: Khrushchev, Castro and troubled times. Page **62.**

Hollywood comes to the FCC ■ Closed meeting takes place between film makers and FCC staff officials to discuss new identification rules. At stake are practices long part of Hollywood mores and how they are going to be treated by FCC in new Sec. 317 regulations. Page **68.**

New poop on plugs and freebies ■ FCC calls off its March 16 interpretation of sponsor identification rules and says it's writing new regulations. Meanwhile, broadcasters should follow new law. Page **68.**

What is public interest? ■ New FCC Commissioner Charles H. King concedes there's no definition of "public interest, convenience or necessity." A novitiate's views after one month of bureaucracy. Page **70.**

Right to hearing at renewal time contested ■ RKO General and ABC challenge the long-held FCC interpretation that a hearing is required when an application is filed at renewal time for an existing facility. Page **77.**

Pay tv procedures ■ FCC is readying hearing an announcement on subscription tv, but the form is all wrapped up in the revision of regulations. Announcement is due this week. Page **78.**

Small political debate ■ Party press heads demand that the networks put print-media reporters on first Nixon-Kennedy broadcast. It's their own party, networks reply, and go ahead with plans for a panel featuring four network newsmen. Page **80.**

DEPARTMENTS

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ONE FIRST NO. 1

IN LANSING

The latest Hooper proves that . . .

WILS

is the markets'

NO. 1 STATION

TIME	WILS	STATION B
Mon.-Fri. 7:00 am 12:00 noon	63.1	19.9
Mon.-Fri. 12:00 noon 6:00 pm	66.5	14.2

C. E. Hooper — Jan., Feb., March, 1960

with 5000 WATTS

WILS

leads Station B in power by 20-1

. . . all of which makes WILS the very best buy to serve and sell the Lansing markets' 313,000 residents

represented by Venard, Rintoul & McConnell

WILS is associated with WILX-TV NBC · CHANNEL 10 studios in LANSING – JACKSON – BATTLE CREEK and WPON – Pontiac

QUALITY BROADCASTING SELLS RICH, RICH SOUTHERN NEW ENGLAND

QUALITY IN AIRCRAFT ENGINE DESIGN IS REPRESENTED BY PRATT AND WHITNEY AIRCRAFT OF EAST HARTFORD, CONNECTICUT, WORLD'S LEADING PRODUCER OF JET ENGINES.

PRATT AND WHITNEY ENGINES POWER NINE OF EVERY TEN DOUGLAS DC-8 AND BOEING 707 JET AIRLINERS IN SERVICE THROUGHOUT THE WORLD.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN BROADCASTING HAS BEEN THE HALLMARK OF WTIC RADIO FOR THREE AND ONE-HALF DECADES.

WTIC

WTIC 50,000 watts HARTFORD, CONN.

REPRESENTED BY THE HENRY I. CHRISTAL COMPANY

Cleveland picked for next 'debate'

Second Nixon-Kennedy joint appearance on tv-radio, Oct. 7 at 7:30-8:30 p.m. (EDT), is expected to originate at KYW-TV Cleveland, network sources said Friday. They were awaiting candidates' approval of Cleveland as site. NBC drew assignment to produce; KYW-TV is its Cleveland affiliate. (See special political report page 80.)

In other political broadcast developments Friday, ABC officials identified six five-minute ABC-TV periods ordered by Democratic National Committee and nine by GOP National Committee; said New York State AFL-CIO Political Education Committee had ordered half-hour on New York regional network of eight or nine ABC-TV affiliates for Syracuse speech by Sen. Kennedy Thursday night (Sept. 29), 10:30-11 p.m.; and said International Ladies Garment Workers Union's campaign committee had signed with ABC Radio for quarter-hour on behalf of Mr. Kennedy on nationwide network on five consecutive Wednesdays starting Oct. 5 (10:30-45 p.m.).

Five-minute ABC-TV periods bought by Democrats are 12:55-1 p.m. Oct. 20 and Nov. 1 and 4; and 2:25-30 p.m. Oct. 25 and 27 and Nov. 3. Those bought by GOP are 9:55-10 p.m. Nov. 5; 12:55-1 p.m. Oct. 28 and 31 and Nov. 3 and 7; 2:25-30 p.m. Oct. 24 and 26 and Nov. 1 and 4.

ABC also said it would permit non-affiliates to pick up its coverage of Nixon-Kennedy joint appearances by tying in at nearest telephone company central office. Other networks already had taken varying positions: NBC said it would feed all comers; CBS and Mutual said they would not feed live to non-affiliates except where pickups were not available from any other source (BROADCASTING, Sept. 19.)

Uhf permittees explain failure to construct

Twenty-eight idle uhf permittees explained to FCC *en banc* Friday why they have not started building their stations and why they should retain their construction permits.

Permittees argued failure to build was due to reasons beyond their control, citing commission's indecision on tv channel allocations and resultant confusion over intermixture and/or de-intermixture of vhf and uhf channels as main reason.

Construction of u's at this time would place permittees in financial difficulties due to confused public attitudes concerning FCC policy, many argued. They felt it would not be in the public interest to build uhf stations while set makers were still turning out only all-vhf sets. All said they would either build or surrender cps when commission "firms up" its channel allocation policy.

Prime objection to intermixture of uhf and vhf was lack of programming. All stated they would build in all-uhf market and if all-channel receivers were easily available.

FCC began its "get tough" policy with uhf permittees last February when it ordered 54 uhf stations to report on failure to build (BROADCASTING, Feb. 22). Of 54 originally queried, 21 have been deleted and others granted grace periods.

San Francisco suit halted by stay order

San Francisco federal judge has granted stay of antitrust suit filed last June by *San Francisco Chronicle* (KRON-TV there) against NBC, KTVU(TV) San Francisco and RKO General Inc. (BROADCASTING, July 4). Stay is in effect until FCC acts on application by NBC for approval of $7.5 million purchase of KTVU. Order, however, permits *Chronicle* to seek preliminary injunction to maintain *status quo*—including loss of NBC affiliation.

Suit is one of a number of court and FCC proceedings instituted by *Chronicle* to prevent NBC acquisition of KTVU. This is part of NBC-RKO General sales package involving exchanges of network's Philadelphia stations for RKO General's Boston stations, plus RKO General's $11.5 million purchase of network's Washington stations.

MRA campaign

Moral Re-Armament, Mackinac Island, Mich., is buying spot schedules of all New York radio and tv stations to promote Oct. 15 world premiere of MRA's motion picture, "The Crowning Experience," at Stanley Warner Theatre on Broadway (BROADCASTING, Sept. 12). Heaviest concentration of spots due before premiere, but schedules will run through movie's four-week run. Scenes from film and tv trailers filmed with Hollywood stars will be used. Agency: Monroe Greenthal Inc., N.Y. MRA is worldwide organization promoting free government and opposing Communism.

Illinois broadcasters elect Vernon Nolte

Vernon Nolte, WJBC Bloomington, elected president of Illinois Broadcasters Assn., succeeding Bruce Dennis, WGN Chicago. Other officers elected at Sept. 23 meeting in Urbana: Gordon Sherman, WMAY Springfield, vice president; M.H. Stuckwish, WSOY Decatur, secretary-treasurer. Robert W. Frudeger, WIRL Peoria, elected to board.

Rod Mitchell, N.W. Ayer & Son account executive on Illinois Bell and United Airlines accounts, discussed relations of agencies and radio-tv stations.

Rep. William Springer (R-Ill.), member of House Commerce Committee, said broadcasters should be permitted to operate without supervision of Senate "Watchdog Committee" which is checking on political coverage. He praised broadcasters for "getting rid of bad apples" guilty of payola violations.

Pay tv and commercial tv are incompatible, Rep. Springer said. He said if paid medium takes air, it will "gobble up" free television.

Station transfers

Two station sales submitted for FCC approval Friday:

■ WHHM Memphis, Tenn.: Sold by Thomas W. Shipp to Mercury Broadcasting Inc. for $225,000. Mercury Broadcasting is 51% owned by William H. Grumbles, west coast vice president of RKO General, and 49% by Marie G. Cobb, Mr. Grumbles' sister. Payment is $65,000 cash with remainder to be paid out over four-year period. WHHM is 250 w on 1340 kc with ABC affiliation.

■ KBLR-TV Goodland, Kan.: Sold by Max Jones, trustee in bankruptcy, to Standard Electronics Corp., equipment manufacturer, for remaining unpaid equipment debt amounting to about $200,000 plus $275 monthly for lease of transmitter building. Standard is subsidiary of Dynamic Corp. of America, which also is parent company for Radio Electronics Lab. KBLR-TV operates on

AT DEADLINE CONTINUED

ch. 10 and is affiliated with CBS. It began operating in 1958. In related application, approval for sale of KBLR to KFBI Inc. for $50,000 by trustee was also asked. KFBI Inc. is owned by Robert E. Schmidt, 40%, and Ross Beach Sr. and Jr., 30% each. Same group owns KAYS Hayes, Kan. KBLR is 1 kw day on 730 kc with MBS affiliation.

Storer proposes 115-mi. separations

Storer Broadcasting Co. asked FCC to drop in one or two vhf assignments in 25 of top 100 markets—using 115-mile separations for co-channels and keeping present 60-mile adjacent channel separations—in comments filed Friday on FCC's proposed interim vhf policy on tv assignments, issued last Jan. 7 (BROADCASTING, Jan. 11). Deadline for comments is Sept. 30.

Storer said plan would put 3 vhfs in 86 markets, 2 vhfs in 4 cities, 1 vhf in 4 cities and 6 cities would have 3 or more uhfs.

Georgia tv outlet asks Florida move

Change of tv station and channel to Tallahassee, Fla., has been requested of FCC by ch. 6 WCTV (TV) Thomasville, Ga. Station submitted request for reallocation and said if ch. 6 is moved to neighboring Tallahassee, station's license should be so modified also.

Among other allocation requests:

Milwaukee Board of Vocational and Adult Education, licensee of educational ch. 10 WMVS (TV) there, asked that one of two unused uhf commercial channels assigned to Milwaukee be made educational. Presumably Board will apply for it.

DeGroot heads MAB

Don DeGroot, WWJ-AM-TV Detroit, elected president of Michigan Assn. of Broadcasters Friday. Others elected: Gene Ellerman, WWTV (TV) Cadillac, vice president; Robert S. Greenhoe, WBCH Hastings, secretary-treasurer. New directors elected were Edward F. Vaughn, WPAG Ann Arbor; John Shepard, WLAV Grand Rapids, and Les Biederman, WPBN-TV Traverse City. Next year's meeting will be held at Hidden Valley.

WDAF-AM-TV to Petry

WDAF-AM-TV Kansas City has appointed Edward Petry & Co. as national representative. WDAF, 5 kw on 610 kc, and WDAF-TV, on ch. 4, are both NBC affiliates. Stations were acquired last month by Transcontinent Television Corp., in which Petry company is stockholder. David C. Moore is president of TTC.

WMGM 'not for sale'

Laurence A. Tisch, board chairman of Loew's Theatres Inc., owner of WMGM New York, issued statement Friday denying "rumors" that WMGM is for sale. Mr. Tisch said station is not for sale "at any price," claiming outlet's income and profit have grown over period of several years. He added that Loew's Inc. will "make every effort to enlarge its activities in the field of radio and television station ownership."

WEEK'S HEADLINERS

MR. PURCELL

Robert M. Purcell, director of broadcast division of Crowell-Collier Publishing Co., elected vp of company. Mr. Purcell is president and general manager of KFWB Los Angeles and president of KEWB San Francisco and KDWB Minneapolis-St. Paul, C-C stations. He will continue to headquarter in Los Angeles. Mr. Purcell joined C-C in 1956 as assistant to president, broadcast division, assuming general n anagership of KFWB; he was elected president next year. In 1959 he represented company in negotiations leading to purchases of KEWB and KDWB. He began his broadcasting career in early '30s at WHAM Rochester, N.Y.

MR. BASSETT

Mort Bassett, executive vp and partner, Forjoe, New York, joins Broadcast Time Sales, as executive vp. Mr. Bassett, who began his career as salesman and assistant circulation manager, became media buyer at Morse International in 1941. He joined John Blair & Co. in 1947, rising to sales manager by 1958. Later he was stockholder, director and vp of Robert Eastman, station representative firm.

Willard Klose, vp of Lennen & Newell, Chicago, for past two years, to Campbell-Ewald Co., Detroit, as director of broadcast creative activities. He succeeds **Kensinger Jones,** senior vp, who now directs all C-E creative activities (WEEK'S HEADLINERS, June 20). Mr. Klose has been in advertising 30 years, pioneering in radio-tv with several agencies in New York and Chicago and was copy supervisor of Leo Burnett Co., Chicago, before joining Lennen & Newell.

MR. ANDREWS

William Andrews, northeastern division manager for Independent Television Corp. for past year, named general sales manager of syndication. He replaces **Alvin E. Unger,** who resigned as vp in charge of syndication to join UPA Pictures as national sales head (WEEK'S HEADLINERS, Sept. 19). Mr. Andrews joined ITC in July 1958 as western division manager after three and a half years at Ziv Television as spot sales manager. Before his Ziv association, he was an account executive for KPTV (TV) Portland, Ore.

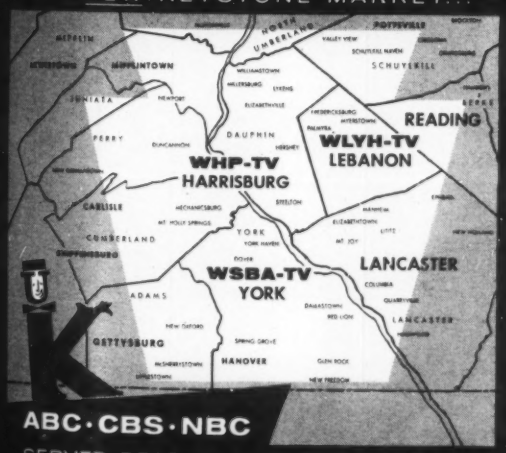
MR. MCCARTHY

Cal J. McCarthy Jr., vice president of Foote, Cone & Belding, New York, for past two years, appointed president of Wesley Assoc. Inc., New York advertising agency. He succeeds **L.G. Wesley,** founder and president, who becomes chairman of executive committee. Earlier, Mr. McCarthy had been vice president of MacManus, John & Adams, Ruthrauff & Ryan and Ellington & Co., all New York, and executive vice president of Kelly, Nason Inc., New York.

Thomas Chauncey, president of KOOL-AM-TV Phoenix, Ariz., and Arizona Broadcasters Assn., named to represent President Eisenhower at Sept. 24-Oct. 4 independence ceremonies at Lagos, Nigeria. He has rank of special ambassador.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

THE NEW KEYSTONE MARKET...



ABC·CBS·NBC

SERVED BEST BY THE KEYSTONE U's

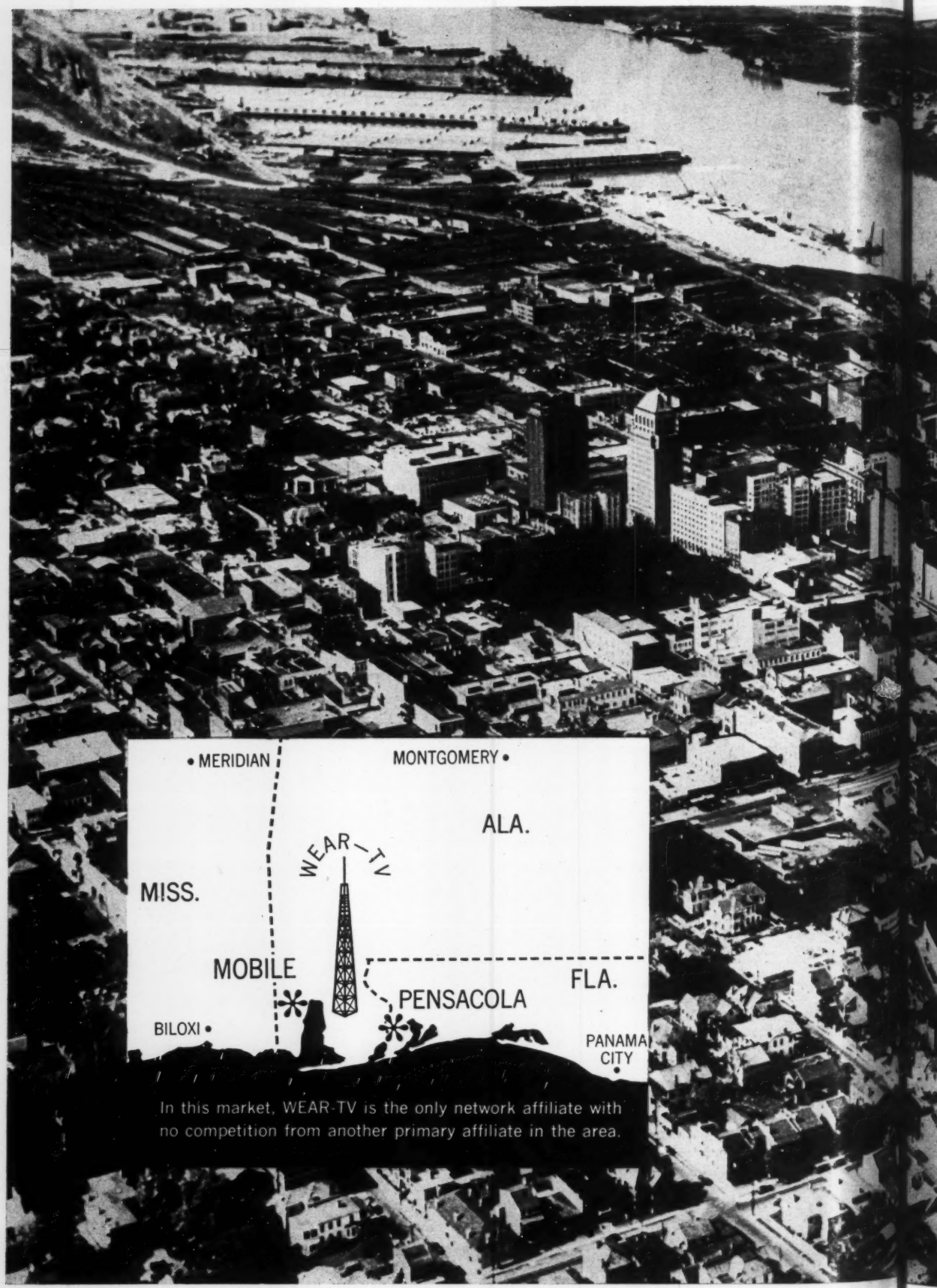
Check these facts for yourself. Send for fully documented brochure, "Keystone Market in the Keystone State."

Discovered the NEW Keystone Market . . . served BEST by the Keystone U's? In the Harrisburg-Lebanon-Lancaster-York area the three Keystone U's can deliver more homes at lower cost-per-1000 than the VHF station in the market.* Buy the Keystone U's, now available as a group buy with one billing . . .

WHP-TV
WLYH-TV
WSBA-TV

*ARB, Harrisburg-Lancaster-Lebanon-York, March 1960

Contact Keystone National Sales Office, 485 Lexington Avenue, New York, OXford 7-9737 or contact any of the following representatives: Bolling Co. for **WHP-TV**, Blair-TV Associates for **WLYH-TV**, Jack Masla & Co. for **WSBA-TV.**


• MERIDIAN
MONTGOMERY •
ALA.
WEAR-TV
MISS.
MOBILE
FLA.
PENSACOLA
BILOXI •
PANAMA CITY
In this market, WEAR-TV is the only network affiliate with no competition from another primary affiliate in the area.

SELL THIS BIG MARKET THROUGH ITS BIG STATION

WEAR-TV

MOBILE-③-PENSACOLA

THE BIG VALUE IN TOTAL HOMES REACHED!

For sales increases, advertisers naturally look to growing markets. Right now they're looking to the big Mobile-Pensacola market—where the new census shows 43% growth just since 1950.

And they're looking to WEAR-TV—the big value in THR—as the market's most efficient selling force.

Tallest Tower, 1251 feet—1225 feet above average terrain, WEAR-TV's new tower is the tallest in the area, strategically located midway between Mobile and Pensacola. Transmitting on Channel 3 with full 100,000-watt power, WEAR-TV blankets the 515,000 population in the metro-area, plus another half-million that other outlets do not fully cover.

Advantage in THR—Outside the metro-area, WEAR-TV encounters far less duplication of network programs from adjoining markets. Result: WEAR-TV thus has a natural advantage in Total Homes Reached. And a similar advantage in THR per dollar gives the advertiser a highly efficient sales tool.

For Big Results—In Mobile-Pensacola, WEAR-TV has the winning combination: tallest tower—lowest band (channel 3)—least outside network duplication, a marked advantage in Total Homes Reached. To put all these factors at work for you, just call the nearest office of Blair Television Associates.

N. B. Ask especially about the new ARB report proving sensational audience-gains by WEAR-TV since inauguration of full-power telecasting from the 1251-foot tower.

NEW YORK 22: 717 Fifth Ave., PLaza 2-0400
BOSTON 16: 118 Newbury St., Kenmore 6-1472
CHICAGO 11: 333 N. Michigan Ave., Franklin 2-3819
DALLAS 1: 3028 Southland Center, Riverside 1-4228
DETROIT 26: 617 Book Bldg., Woodward 1-6030

BLAIR TELEVISION ASSOCIATES

JACKSONVILLE 2: Barnett Bank Bldg., Elgin 6-5770
LOS ANGELES 5: 3460 Wilshire Blvd., Dunkirk 1-3811
ST. LOUIS 1: Paul Brown Bldg., Garfield 1-5262
SAN FRANCISCO 4: 155 Sansome St., Yukon 2-7068
SEATTLE 1: White-Henry-Stuart Bldg., Main 3-6270

FASTEST SELLING SERIES IN SYNDICATION TODAY!

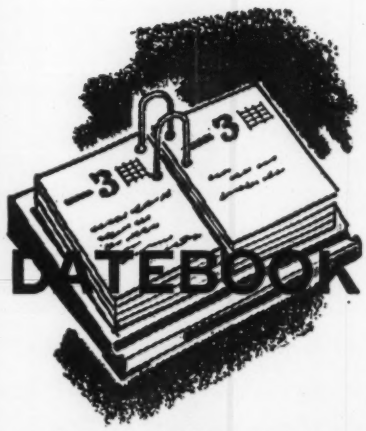
"BEST OF THE POST"

Buyers who know the best are snapping it up . . . **Pacific Gas & Electric Co.** (through Batten, Barton, Durstine & Osborn) signed the series for San Francisco, Bakersfield, Chico-Redding, San Luis Obispo, Salinas-Monterey, Eureka and Fresno . . . astute station groups like **Triangle** bought for all of their markets including Philadelphia, New Haven-Hartford, Altoona-Johnstown, etc., and **Crosley Broadcasting** for Cincinnati, Columbus and Atlanta . . . and the list of available markets shrinks every day!

Wire today to secure the "best" series – BEST OF THE POST – for your market!

ITC INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • N. Y. 22 • PL 5-2100



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

SEPTEMBER

Sept. 26—Hollywood Ad Club luncheon meeting at Hollywood Roosevelt Hotel. Awards made by Advertising Assn. of the West (BROADCASTING, July 4) will be presented to Hollywood winners.

***Sept. 26—AP Radio & Television Assn.** board of directors' annual meeting, AP Bldg., New York City.

Sept. 26-27—Radio Advertising Bureau course (in eight cities) on better radio station management. Williamsburg Inn, Williamsburg, Va.

Sept. 26-30—Board of Broadcast Governors meeting at Ottawa, Ont., for hearing of station applications.

Sept. 28—Assn. of National Advertisers workshop on advertising management. Ambassador Hotel, Chicago.

Sept. 28—ASCAP West Coast membership meeting Beverly Hills Hotel, Beverly Hills, Calif., 4 p.m.

***Sept. 28—Radio & Television Executives Society** Round Table, "Sports and Broadcasting." Hotel Roosevelt, New York.

Sept. 28-29—CBS Radio Affiliates Assn. annual convention. Waldorf-Astoria Hotel, N.Y. Dr. Frank Stanton, president of CBS, will speak at second day's luncheon.

Sept. 29—Chicago Federated and Women's Advertising Clubs annual workshop clinics. Radio-tv clinics will be held each Thursday for eight weeks starting this date.

Sept. 29-30—Assn. of National Advertisers advertising management seminar. Hotel Ambassador (West), Chicago.

Sept. 29-30—Radio Advertising Bureau course (in eight cities) on better radio station management. Diplomat Hotel, Hollywood, Fla.

Sept. 29-Oct. 1—Alabama Broadcasters Assn. annual fall meeting. Stafford Hotel and U. of Alabama campus, Tuscaloosa. Rep. Oren Harris and FCC Commissioner Robert E. Lee will speak.

Sept. 30—Minnesota Broadcasters Assn. annual convention. Leamington Hotel, Minneapolis.

OCTOBER

Oct. 1—Virginia AP Broadcasters Assn. Patrick Henry Hotel, Roanoke.

Oct. 1-2—Illinois News Broadcasters Assn. fall meeting. Faust Hotel, Rockford. Banquet speaker (Saturday): Len O'Connor, newsman-commentator of WNBQ (TV)-WMAQ Chicago. Also scheduled: panel discussions on small news operations; address by Bruce Dennis, program director of WGN Chicago and president, Illinois Broadcasters Assn., and appearances by Samuel Witwer, Republican candidate for U.S. Senator, and Otto Kerner, Democratic candidate for governor of Ill. (Sunday).

Oct. 2-4—Advertising Federation of America Seventh District convention, Chattanooga, Tenn.

Oct. 3-4—Radio Advertising Bureau course (in eight cities) on better radio station management. Terrace Motor Hotel, Austin, Tex.

Oct. 3-5—Institute of Radio Engineers sixth national communication symposium, Hotel Utica and Utica Memorial Auditorium, Utica, N.Y.

Oct. 4—Los Angeles Ad Club luncheon at Hotel Statler. Robert Light, president, Southern California Broadcasters Assn., will be chairman of a Radio Day program.

Oct. 4—Retrial of former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside, charged with conspiring to rig the Miami ch. 10 tv grant (first trial ended in a hung jury).

Oct. 4—NAB Tv Code Review Board meeting, NAB Headquarters, Washington. Girdle-bra advertising and theatrical film clips used in tv promotion are among board problems. Plans will be drawn for integration of code operations among Washington, New York and Hollywood offices.

Oct. 4-5—Advertising Research Foundation annual conference, Hotel Commodore, N.Y. Speakers include Arthur Hull Hayes, president of CBS Radio; Peter Langhoff, Young & Rubicam vice president, and Arno H. Johnson, J. Walter Thompson vice president.

Oct. 5-8—Radio Television News Directors Assn. Annual international convention. The Queen Elizabeth, Montreal, Quebec, Canada. Among key speakers: FCC Chairman Frederick Ford, at Thursday (Oct. 6) luncheon, on "FCC and Broadcast News," and Lester B. Pearson, Nobel Prize winner and leader of the Canadian Liberal Opposition Party, Saturday (Oct. 8) awards dinner.

***Oct. 6—WHA Family Dinner.** 6:30 p.m. in the Great Hall of the Memorial Union, U. of Wisconsin, Madison. Charles A. Siepmann, chairman, Dept. of Communications in Education, New York U., will be the featured speaker.

Oct. 6—NAB Broadcast Engineering Conference Committee. NAB headquarters, Washington, D.C.

Oct. 6-7—Radio Advertising Bureau course (in eight cities) on better radio station management. Rickey's Studio Inn, Palo Alto, Calif.

Oct. 9-11—North Carolina Assn. of Broadcasters fall meeting. Battery Park Hotel, Asheville, N.C.

***Oct. 10—Federal Communications Bar Assn.** annual outing. Manor Country Club, Washington, D.C.

Oct. 10—FCC's inquiry into tv network program selection practices will be resumed in the U.S. Post Office & Court House, 312 N. Spring St., Los Angeles. This phase of the proceeding will deal with film tie-ins.

***Oct. 10—Hollywood Ad Club** luncheon at Hollywood Roosevelt. Jack Izard, advertising manager, Chevrolet Div., General Motors, and Phil McHugh, John Thornhill and Hugh Lucas of Campbell-Ewald, will join in the HAC salute to Dinah Shore, guest of honor.

Oct. 10-11—Radio Advertising Bureau course (in eight cities) on better radio station management. Town House, Omaha, Neb.

Oct. 10-12—Institute of Radio Engineers national electronics conference, Sherman Hotel, Chicago.

Oct. 10-13—Fourth annual **Industrial Film & Audio-Visual Exhibition.** Trade Show Bldg., New York. Agenda includes closed-circuit presentations; speech by Robert L. Lawrence, president of New York production firm bearing his name on "What Makes a Selling Commercial?" screening of Venice Film Festival commercials and speech by producer Hudson Faussett on "Commercial Film Techniques Here & Abroad," and production workshop-luncheon by Radio & Television Executives Society on educational television, New York tv consultant Sol Cornberg, chairman.

Oct. 11—Chicago Broadcast Advertising Club's first monthly luncheon meeting of 1960-61 season. Speaker: A. C. Nielsen Sr., board chairman of audience measurement and research firm bearing his name.

Oct. 11—Wisconsin Fm Station Clinic. Center Building, U. of Wisconsin, Madison.

Oct. 11-14—Audio Engineering Society 12th annual convention, Hotel New Yorker, N.Y.

***Oct. 12—Radio & Television Executives Society** Production workshop, "For Prophets and Profits" Hotel Roosevelt, New York.

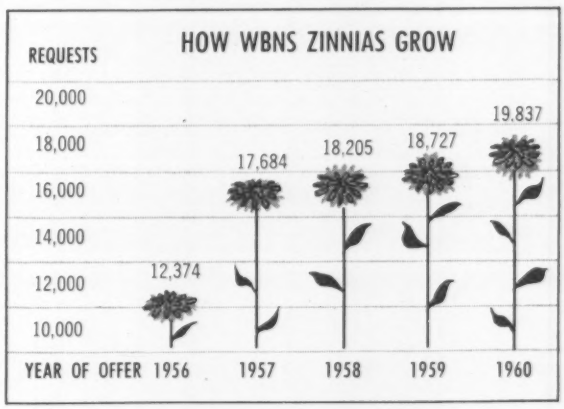
***Oct. 12—Western States Advertising Agencies Assn.** monthly dinner meeting at Nikabob Restaurant, Los Angeles. Marvin Cantz of Tilds & Cantz Adv., will be chairman of session on media-agency relations.

Oct. 13—National Assn. for Better Radio & Television, annual institute for tv-radio chairmen. Los Angeles Chamber of Commerce Bldg. 10 a.m.-2 p.m.

Oct. 13-15—Mutual Advertising Agency Network third and final 1960 business meeting and fall

EVERYTHING'S COMING UP ZINNIAS!

Window boxes, gardens, flower pots — we don't know where WBNS listeners plant these zinnias, but every year for the past 5 years, they have written for thousands of them. Each Spring WBNS Radio personalities offer free zinnia seeds in exchange for a post card bearing the listener's name and address. You can see how the WBNS zinnia gardeners are thriving. This year listeners in 281 towns, representing 74 of Ohio's 88 counties responded to our flower promotion. We mailed out 19,837 packages of seeds — an increase of 7,463 in the past 5 years. From Lake Erie to the Ohio River, "everything's coming up zinnias" in WBNS Radio country. It's a fertile field to plant *your* seeds, too.



WBNS RADIO · Columbus, Ohio

Prime mover of 1,500,000 Central Ohioans • represented by John Blair and Company

inviting us back for

Radio

DETROIT...WJBK
CLEVELAND....WJW
TOLEDO...WSPD
WHEELING...WWVA
PHILADELPHIA....WIBG
MIAMI...WGBS
LOS ANGELES...KGBS

Television

DETROIT.....WJBK-TV
CLEVELAND...WJW-TV
MILWAUKEE...WITI-TV
ATLANTA.....WAGA-TV
TOLEDO.....WSPD-TV

1960

From the Roaring '20's to the Soaring '60's, millions of people* have been inviting Storer Stations back. Such loyalty didn't come on a silver platter. It had to be earned, over the years.

33 years

To succeed in broadcasting, we knew that we had to do two things: First, get invited into as many homes as possible. Second, keep getting invited back.

Only through awareness of what its particular community needs and what most folks want, can a station operate in the best interest of all.

Storer Stations work hard at it. That is why all of them have large, loyal audiences who respond to advertising messages. Why not check into it—today.

*(Covering over 40,000,000 daily)

STORER *Broadcasting Company*

33 years of community service

NATIONAL SALES OFFICES: 625 Madison Ave., N. Y. 22, PLaza 1-3940 / 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

"South Bend's Your Best Bet!"

Young man — put the odds in your favor by picking the South Bend market. This Metro Area alone has a household income of $7553, highest in Indiana! Include the other 14 counties of the South Bend market, and it parleys into $1.7 billion in buying power. South Bend's a winner, going away.

And here's how to pick the daily double. Let WSBT-TV carry your product colors. This station has the inside track into the market's TV homes . . . year after year gets over 45% share of sets in use . . . currently carries 35 of the top 50 locally-favored programs. Top-rated CBS shows and popular local programs keep WSBT-TV in the winner's circle!

Want the latest scoop? Call your Raymer man. He'll trot over.

WSBT-TV
SOUTH BEND, INDIANA
Channel 22

CBS TELEVISION NETWORK

ONE OF CBS' HIGHEST-RATED STATIONS

Ask Paul H. Raymer, National Representative.

creative convention. Bismarck Hotel, Chicago.

Oct. 14—South Carolina AP Broadcasters. Columbia, S.C.

Oct. 16-17—Texas Assn. of Broadcasters fall convention. Sheraton Dallas Hotel, Dallas.

Oct. 16-18—National Education Television & Radio Center annual meeting of managers of affiliated stations. Rickey's Palo Alto, Calif.

Oct. 16-22—Fifth International Congress on High Speed Photography, sponsored by the Society of Motion Picture & Television Engineers. Sheraton-Park Hotel, Washington, D.C.

Oct. 17-19—Kentucky Broadcasters Assn. annual fall meeting. Kentucky Dam Village State Park, Gilbertsville, Ky.

Oct. 18—Assn. of Maximum Service Telecasters board of directors meeting. Sheraton-Carlton Hotel, Washington, D.C. Jack Harris, vice president and general manager of KPRC-TV Houston, will preside.

Oct. 18-21—National Assn. of Educational Broadcasters annual convention. Jack Tar Hotel, San Francisco.

***Oct. 19—Radio & Television Executives Society** round table, joint affair with American Women in Radio and Television. Hotel Roosevelt, New York.

Oct. 20—Southern California Broadcasters Assn. luncheon at Hollywood Knickerbocker. Anderson & McConnell executives will lead the discussion.

***Oct. 20—Publicity Club of Los Angeles** seventh annual clinic. Statler-Hilton Hotel, Los Angeles. "Anatomy of Communications" is the clinic theme.

Oct. 23-26—Central Canada Broadcasters Assn. annual meeting, Montreal, Que.

Oct. 25—Colorado Broadcasters Assn. general membership meeting in conjunction with NAB Fall Conference. Hilton Hotel, Denver.

Oct. 25-26—Engineering section, Central Canada Broadcasters Assn., King Edward Hotel, Toronto.

***Oct. 26—Radio & Television Executives Society** newsmaker luncheon. Hotel Roosevelt, New York.

Oct. 27-28—Council on Medical Television's "Teaching with Television: An Institute for Medical Educators." Tv fundamentals and application to medical instruction will be discussed. U. of Florida College of Medicine, Gainesville. Friday meeting in Jacksonville, Fla.

AWRT Conferences

Sept. 30-Oct. 2—AWRT southern area Music City, USA conference, Andrew Jackson Hotel, Nashville, Tenn.

Sept. 30-Oct. 2—AWRT New England conference, Springfield, Mass.

Oct. 7-8—AWRT Heart of America conference. Chase Hotel, St. Louis.

***Oct. 15—AWRT** central New York chapter. Sheraton Hotel, Rochester, N. Y. Theme: "Politics, Plugs & the Woman Broadcaster."

Nov. 4-6—AWRT Pennsylvania conference. Harrisburg, Pa.

AAAA Conventions

Oct. 13-14—American Association of Advertising Agencies, central region annual meeting. Ambassador West Hotel, Chicago.

Oct. 16-19—AAAA, western region annual convention. Hotel del Coronado, Coronado, Calif.

Nov. 2-3—AAAA, eastern region annual conference, Biltmore Hotel, New York.

Nov. 30—AAAA, east central region annual meeting. Statler Hilton Hotel, Detroit.

NAB Fall Conferences

Oct. 13-14—Biltmore Hotel, Atlanta
Oct. 18-19—Sheraton-Dallas, Dallas
Oct. 20-21—Mark Hopkins, San Francisco
Oct. 24-25—Denver-Hilton, Denver
Oct. 27-28—Fontenelle, Omaha, Neb.
Nov. 14-15—Statler Hilton, Washington
Nov. 21-22—Edgewater Beach, Chicago
Nov. 28-29—Biltmore Hotel, New York

This year more than ever
New York *audiences* are watching
network quality entertainment
every night on WPIX-11,
the prestige independent.
Advertisers are selling with
minute commercials in this
"network atmosphere"
during *prime evening hours!*
No other station provides this
kind of selling opportunity
in New York – Prime Time Minutes
in *so many* good looking programs.

the prestige independent with network programming!

M SQUAD
AIR POWER
MAN AND THE CHALLENGE
MIKE HAMMER
MEN INTO SPACE
HIGH ROAD
HOW TO MARRY A MILLIONAIRE
SAN FRANCISCO BEAT
THIS MAN DAWSON
TARGET
NEW YORK CONFIDENTIAL
DECOY
MEET McGRAW
INVISIBLE MAN
STATE TROOPER
YOU ARE THERE
TRACKDOWN
SILENT SERVICE
YOU ASKED FOR IT
MR. ADAMS AND EVE
THE HONEYMOONERS
SHOTGUN SLADE
NAVY LOG
BOLD VENTURE
JEFF'S COLLIE
WHIRLYBIRDS
THE CALIFORNIANS
BOLD JOURNEY
AND MANY MORE

where are your 60-second commercials tonight?

WPIX *new york*

BALANCED PROGRAM-MING . . .

MEANS LISTENER LOYALTY

KTRH is Houston's powerful radio voice for 60,000 square miles . . . blanketing over 80 counties . . . serving 1,087,100 radio households including more than 4,000,000 people as:

- *The news and information station*
- *The variety station*
- *The network station*
- *The family station*

KTRH

50,000 WATTS — 740 KC

—CBS—

HOUSTON, TEXAS

Represented by Peters, Griffin and Woodward, Inc.

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BROADCASTING*

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Broadcasting ■ Telecasting*
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OPEN MIKE®

Radio set saturation

EDITOR: Before handing out too many bouquets to Nielsen and ARB (your editorial "Innocence by association," Sept. 5), it might be well to point out that national averages can often obscure serious inadequacies on state and regional levels.

The May study by the U.S. Census Bureau credits the Mountain States with 83% saturation as against the 81.7% figure developed by ARB and Nielsen's 78.5% as reported in your June 20 issue. The difference between the Nielsen figure and the Census Bureau's findings amounts to 87,600 sets in a sparsely populated area.

Moreover it is important to consider to which states these sets should be allocated. In the three larger states of Arizonia, Colorado and Utah, Nielsen and ARB agree within 1%. In the remainder of the states, however, including those covered by the Skyline Network, ARB and Nielsen differ to the tune of 8.6%. In view of the recent findings of the Census Bureau this error could actually be as high as 10% in a five state area. We will not have the final answer until 1961 but there is reason to believe that set saturation figures in the smaller Mountain States have been seriously underestimated.—*Joseph S. Sample, President, KOOK Billings, Mont.*

'Who's on most'?

EDITOR: A recent article appearing in your Aug. 29 issue (page 82) stated that KELP is the only 24-hour station in the El Paso area.

As a matter of fact, KSET is the only full-time station in the El Paso area. KSET maintains two transmitters, two separate control rooms and has the best damn engineer in the Southwest to insure 24-hour operation, seven days a week. KSET is the *only* 24-hour station in El Paso, Texas operating seven days a week, week after week, without interruptions of any kind.

KSET's good music programming began in 1958. So many listeners expressed a desire for more of KSET's carefully selected music, designed to entertain and never to irritate, that KSET inaugurated a 24-hour a day policy in May 1960.—*Jim Kiser, Program Director, KSET El Paso, Texas.*

[The news release issued by KELP El Paso claimed KELP "is the only full-time radio station in the area."—THE EDITORS.]

United Fund boosters

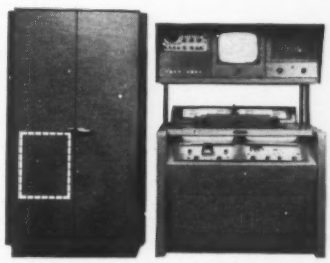
EDITOR: The El Paso radio industry composed of the following radio stations, KELP, KHEY, KHMS, KINT, KIZZ, KROD, KSET, KTSM, XEJ,

INTER-SYNC*

TELEVISION SIGNAL SYNCHRONIZER

HOW TO GET MORE FROM YOUR AMPEX VTR

Ampex provides the perfect answer . . . **Inter-Sync!** Now a VTR with **Inter-Sync** becomes a smooth part of your production team. Use it in production as you would a camera, a film chain . . . or any picture source. **Inter-Sync** locks the VTR to station sync . . . electronically synchronizes the recorder with *any signal source* – live, film, network or slides. Here's what you can do –



Dotted lines indicate position of **Inter-Sync** in the electronics rack of the **Videotape*** Television Recorder.

ONE RECORDER? With a furniture store account, for example, pretape a series right in your studio showing the new fall line. Loan company: tape a location shot of "customer" borrowing cash. Real estate: tape a tour through a new, development home. *Then*, during playback with **Inter-Sync**, you can wipe from tape to price slide – or lap dissolve to live announcer. No more dead air! No roll over!

Inter-Sync lets you "host" the late-late movie – and reruns – with sm-o-o-th lap-dissolve transitions between the film and your announcer on tape. No loss of mood – no abrupt changes.

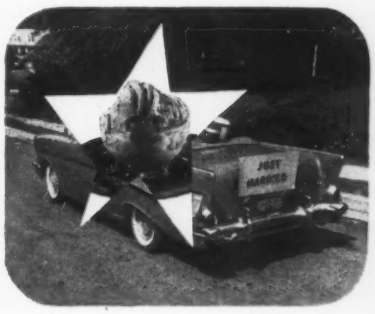
TWO RECORDERS? Mix live or film with tape using key wipes or dissolves, then record on second unit. Use dissolves or special wipes between playback of two tapes. Take it from there . . .

THREE RECORDERS? Comfortable transitions are difficult to anticipate in production. Add them later – at your leisure – with **Inter-Sync!** Record each production segment on tape; then put one segment on one VTR . . . another segment on second VTR. Lap dissolve for smooth transition and record on No. 3.

But these are just a few ideas . . . drop us a line and we'll supply complete details on *all* the marvels of **Inter-Sync.** This important optional feature is only one example of the continuing flow of major new developments you can always expect from *Ampex tape recorders.*

FOR ENGINEERS ONLY:

This Ampex Model 1020 synchronizer provides both horizontal and vertical locking (line-by-line and frame-by-frame). The speed of the two-way locking process is particularly noteworthy: a total of approximately 3½ seconds, well within the 5-second roll-in time most stations use. Vertical framing is speeded up by first using the sync pulses off the tape control track to reference to outside sync (subsequently switching to the actual vertical sync pulse). The capstan servo system resolves the inside and outside sync by smoothly adjusting the tape speed. Horizontal line-by-line locking is accomplished by precise readjustment of the head drum speed about every 5 degrees of rotation. Since the head drum rotates at 14,400 rpm, this means speed adjustments are made 945,000 times a minute. A unique drum servo system with push-pull action acts through the head drum motor with almost instantaneous results. Send for a 12-page Engineering Department Bulletin for complete details.



Ampex tapes are made and played around the world

AMPEX

VIDEO PRODUCTS DIVISION - **AMPEX PROFESSIONAL PRODUCTS COMPANY**
934 Charter Street, Redwood City, California

*TM AMPEX CORP.

SAN DIEGO 15TH CALIFORNIA

AUTOMOTIVE STORE SALES

in San Diego County totaled $245,266,000* last year, placing San Diego 15th among the nation's 200 leading counties.

Sell San Diego through the market's two dominant dailies:

The San Diego Union

EVENING TRIBUNE

*COPYRIGHT 1960 SALES MANAGEMENT "SURVEY OF BUYING POWER"

"The Ring of Truth" Copley Newspapers

15 HOMETOWN DAILY NEWSPAPERS COVERING SAN DIEGO, CALIFORNIA — GREATER LOS ANGELES — SPRINGFIELD, ILLINOIS — AND NORTHERN ILLINOIS. SERVED BY THE COPLEY WASHINGTON BUREAU AND THE COPLEY NEWS SERVICE. REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

ORDER 1960 YEARBOOK, NOW!

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start *my* subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position*
company name
address
city *zone* *state*
Send to home address — —

* Occupation Required

XELO, recently have been most cooperative in promoting the public relations program of the El Paso United Fund.

For the past several years I have had the opportunity to request many favors from the local radio industry. As chairman of the local public relations program for the El Paso United Fund, I thought perhaps you would be interested to learn of the wonderful public spirit attitude of the El Paso radio station.—*F.B. (Henry) Ford, Special Agent, Bankers Life Co., El Paso, Tex.*

Hurricane heroes

EDITOR: Let us hope that all of our congressmen were fully aware of the tremendous public service job which broadcasters on the East and Gulf Coasts did in the recent hurricane emergencies.

I was traveling in south Alabama calling on broadcasters during the erratic life of Ethel last week, and, although I am accustomed to the unselfish work done by owners, managers and station personnel, I was again most impressed as I saw the fulltimers and daytimers readying their equipment and personnel for the 24 hour watch so that they could serve the public with storm and emergency information.

Certainly it is self-evident that no other medium could handle the immediacy of this job.

Although these efforts stand out because they were spectacular and dramatic, they are but two of the many, many occasions in which broadcasters tirelessly serve their area, and many times their service is most costly to them. The American public has come to expect this service and rarely gives any particular thought to this all-important contribution by their neighbors who operate the stations.

Let me suggest to those members of Congress who think that they ought to "do something about broadcasting" the following: When Congress reassembles for their next session they should, in joint session, rise and give a standing ovation and pay tribute to all broadcasters who daily contribute to their communities in so many public services.—*Jackson Lee, Paul H. Chapman Co., Atlanta, Ga.*

BROADCASTING

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If we may name-drop for a moment . . . our guest list is impressive. Just check the group assembled here (identified above, if a name should escape you). PLAYBOY'S PENTHOUSE relies on an old-fashioned, but **always** unbeatable factor: superb entertainment made by the show business people everybody is **talking about** from one coast to the other. Add to that an atmosphere of a sophisticated penthouse . . . a witty host* who projects a mood of easy informality and graciousness . . . and you have a show that has great appeal for a vast audience. PLAYBOY'S PENTHOUSE is available now for syndication—26 one-hour shows. Arrange for a screening now. This is the show to WATCH. *Hosted and produced by Hugh M. Hefner, Editor and Publisher of Playboy Magazine.

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MONDAY MEMO

from **LOUIS E. SCOTT,** *vice president and general manager of the Los Angeles office of Foote, Cone & Belding*

Radio's sales key: the local personality

Arthur Godfrey is a man with a problem.

For many years, on both radio and television, Godfrey expounded at length on the virtues of a certain brand of tea. Today, as one of his sponsors, Godfrey has a different brand of the same beverage. He not only is obliged to sell the new product, but he must unsell everyone he sold on the previous one.

Godfrey's predicament serves to spotlight one of the major reasons advertising agencies utilize local radio. Whether the advertiser be local or national, all selling essentially is done locally.

Pre-sell ■ Further, the trend toward supermarkets and self-service has resulted in an increased need for a strong basic sale before the consumer enters the retail outlet. The radio salesman in essence replaces the grocery or hardware clerk of a few years back.

Local radio's ability to reach a broad range of potential customers means that smart timebuying by an agency can gain the ear of the housewife for food products, or of her husband for a gasoline. However, the task of selecting the proper station and personality-salesman to sell a particular product is among the hardest in the agency business.

Since much of the effective selling in the U.S. is on a person-to-person basis, local radio is used to take advantage of local personalities. An intimate medium, its message is most effective when delivered with believability by the right person. This marks the difference, assuming the copy is essentially professional, between a superb sales job, and "just another commercial."

What Godfrey has accomplished nationally is being duplicated locally in practically every program category. It is upgrading radio against the onslaught of other media, including radio's own "noise" stations.

Four Top-Notchers ■ Four outstanding salesmen-personalities in the Los Angeles area, who immediately come to mind, illustrate the range of categories which can be covered for top sales effectiveness.

Our client, Sunkist Growers, has sponsored Nelson McIninch, "The Farm Reporter," on KNX here for six years, and on KFI before that. Programmed during the lunch hour, his farm-oriented program has a surprising in-city housewife following.

McIninch adds his value as a salesman-personality by making a large number of personal appearances, which are very important in the area of grower relations. And, because of his knowledge of his product, as well as his field, he is able to do a largely ad-lib, informal program, which lends itself to the person-to-person selling image.

Breezy Approach ■ An outstanding disc jockey of Los Angeles is KMPC's Dick Whittinghill, whose breezy but convincing sales approach during the hours of 6 to 10 a. m. has captivated early-hour listeners.

Whittinghill's success is based upon his ability to come off as a real person. Thus he can effectively sell a variety of products. He uses gimmicks, but does not rely on them to gain the listeners' attention. Through his light touch, without a tendency to be a smart aleck, Whittinghill has mastered an art of communication found in too few d.j.s.

Louis E. Scott (born June 17, 1923, in Waterbury, Conn.) spent his early years on a New England farm. His family moved to Southern California in 1933. Following two years in the armed forces during World War II, Mr. Scott joined McCarty Co., Los Angeles. In 1950 he joined FC&B and in 1956 he was elected vp. In July 1959 he was promoted to his current position.

Few eastern sportcasters have hit the West with the impact of Vin Scully, voice of the Los Angeles Dodgers on KFI. Scully, at 32, possesses 10 years experience in broadcasting major league baseball. He thoroughly knows his product and is able to commuicate that knowledge to his listeners. Since sponsors of the baseball games have their salesman-personality over the entire six-month period of a season, they have the repetition which is a key to successful local radio selling.

An example of augmenting this is shown by Union Oil Co.'s use of Scully's talents in an off-season program. Union bought into the baseball package for 1960, and arranged Scully's identification with the product in the three-month period before the season, using a sports program on KFI.

Among the best known regional newscasters in the West is Frank Goss of CBS. As effective and believable with his selling message as he is with his reporting, Goss recently was signed by Foote, Cone & Belding to do newscasts six days per week for Tidewater Oil on a 20-station Columbia Pacific Radio Network. The authority of a good news broadcaster such as Frank Goss is one of the most potent factors in local radio selling power.

Making It Work ■ In conclusion, there are three steps which should be taken in the effective utilization of local radio for selling.

The on-the-air salesman must be chosen with the same amount of care as is used in the selection of a salesman for a company or an acount executive for an agency.

Secondly, the salesman-personality must be acquainted, whenever possible, with the product and sales objectives.

Finally, the salesman must be merchandised to the public and to the trade just as he himself merchandises the product. The well-informed, articulate and friendly local radio personality is one of the most valuable members of any sales team.

This is apparent on the national level in the aforementioned case of Mr. Godfrey. The new brand of tea is showing up well in the sales columns, to the delight of sponsor and agency.

Certainly much of this success can be attributed to Godfrey's friendly, intimate approach and person-to-person sales pitch. Godfrey has convinced himself—this is the basic step necessary to convince his audience.

Our *time* is different. First, it is spent in careful programming to the widest practical variety of tastes and needs of our nearly 700,000 television families. Second, our accent is on quality. We believe that *that* variety and quality make the difference . . . not only in the superior merit of our programming but in the size and composition of the audiences which regularly enjoy it.

When an advertiser buys *time* in the Maryland Market, this difference will make a positive difference to him—a difference in the attention his message will receive . . . a difference in the wide variety of needs of those who will watch it . . . a difference in the buying power motivated as a result of it.

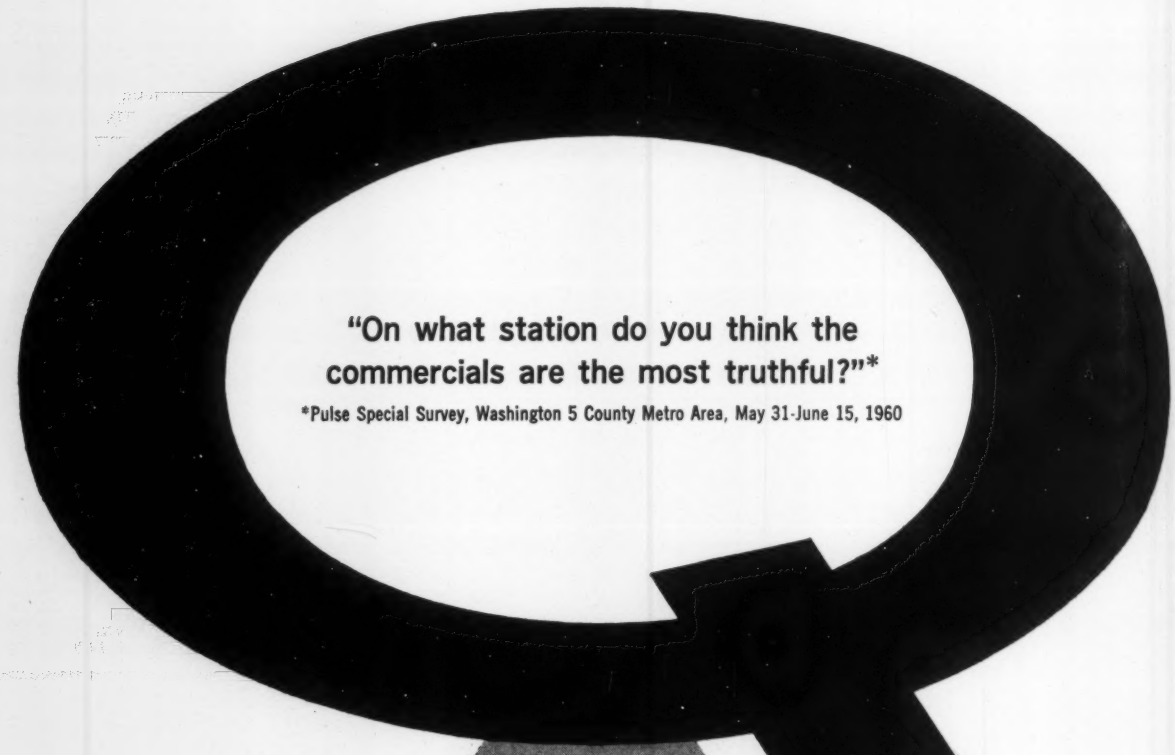
"All *times* are not alike . . . " the poet philosopher says. At WBAL-TV 11 in Baltimore, the difference shows in the positive effect our *time* has on the Maryland Market.

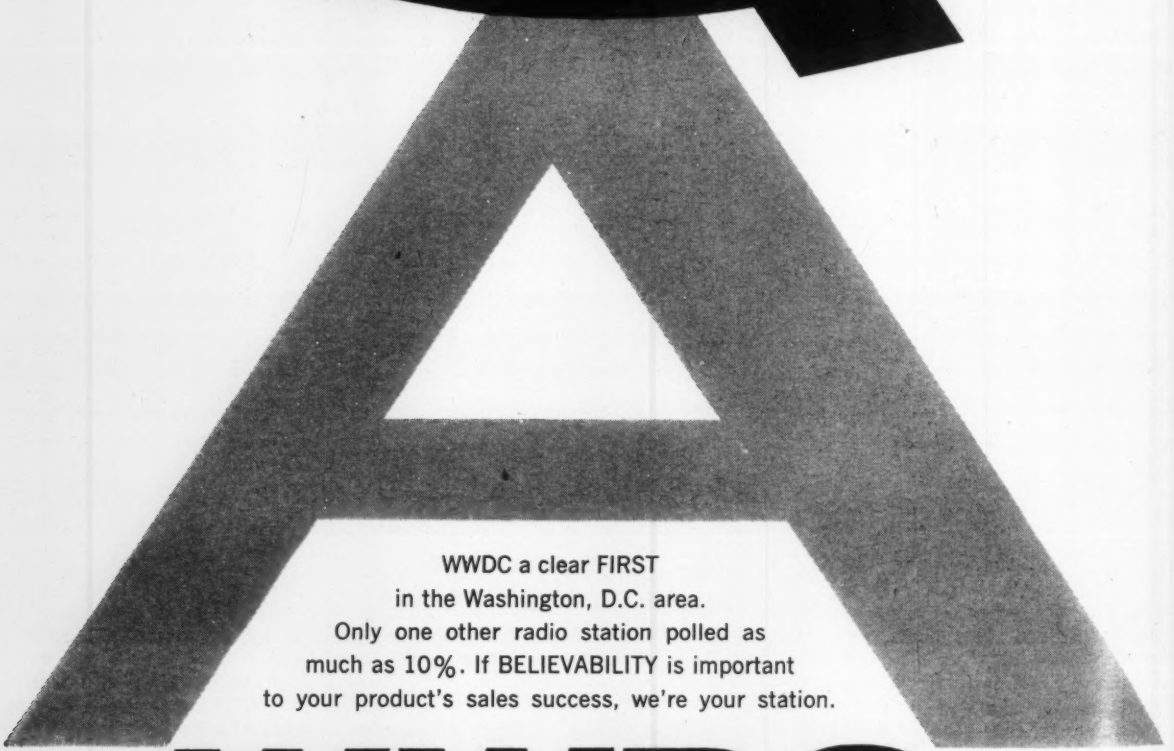
NBC Affiliate/Channel 11/Associated with WBAL-AM & FM.

WBAL-TV BALTIMORE

Nationally represented by Edward Petry & Co., Inc.

*ALL TIMES ARE NOT ALIKE . . . *Cervantes*


"On what station do you think the
commercials are the most truthful?"*
*Pulse Special Survey, Washington 5 County Metro Area, May 31-June 15, 1960



WWDC a clear FIRST
in the Washington, D.C. area.
Only one other radio station polled as
much as 10%. If BELIEVABILITY is important
to your product's sales success, we're your station.

WWDC *Radio Washington*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

For full details on radio leadership, write WWDC or ask your Blair man for a copy of WWDC's new "Profile of Preference."

And in growing Jacksonville, Fla.—it's WWDC-owned WMBR

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

September 26, 1960

Vol. 59 No. 13

TIO'S FIRST YEAR: AN APPRAISAL

Tv's image-building office has talked little about itself but it's shaping up an ambitious information program for tv

Someone said, when the Television Information Office was going through the process of being born, that its success could be measured by the number of times it did *not* get its name in the papers.

By that standard, TIO today can look back on its first year as one of practically unmitigated success. Few broadcasting organizations of national stature have managed to operate so anonymously.

Created to improve television's image by spreading the truth about tv, TIO has operated at a low level of visibility by choice. Its leaders follow the classic public relations theory that the client, not the press agent, should get the publicity.

But few people—least of all the people running TIO—will argue that simply keeping quiet is worth half a million dollars a year, which is approximately what TIO's annual budget currently comes to. What, then, have been TIO's chief accomplishments since it officially opened the doors of its New York headquarters on Oct. 12, 1959?

■ It has got itself organized. From an idea it has grown into a going concern, a 12-man organization headed by Louis Hausman and supported by all three networks and approximately 150 tv stations.

■ It helped put the results of the quiz-scandal storm into perspective by commissioning one of the nation's foremost independent researchers, Elmo Roper, to probe public reaction and then distributing his findings widely in influential circles.

■ It has been instrumental in getting stations to work together in promoting their "quality" programming to local opinion leaders. By next month, some 94,000 of these leaders in 17 cities will be receiving monthly bulletins from their local stations showing the educational, informational, cultural and special-interest programs scheduled in their respective communities for the ensuing 30 days. The number will exceed 100,000 when plans currently afoot in three other cities are completed.

■ Some 60,000 English teachers in elementary and high schools and colleges across the U.S. will receive early this winter a 150-page "Resources" book currently being prepared to acquaint them with television's operations and to help them in using commercial television programs in teaching English. The project was initiated and financed by TIO, is being conducted by the television committee of the National Council of Teachers of English.

■ Within the next few days TIO will publish what may be the largest public-affairs idea book ever produced. It's a 100,000-word collection of case histories compiled from 260 stations, describing 75 public affairs programs in detail and summarizing almost 1,000 others. All U.S. television stations and approximately 10,000 opinion leaders will get copies.

■ In cooperation with the New York City Board of Education TIO has organized an in-service course designed to teach teachers what television does and how it does it. The 15-lecture course will be taped and a syllabus prepared so that local stations may adapt it for teachers in their own communities.

■ TIO financed and supervised the creation of 60- and 20-second animated spots, currently in process of completion, explaining the NAB Television Code. TIO initiated this project for the code board, which will distribute the spots to code stations.

■ TIO keeps a running collection of what people are saying about television, good and bad, which it distributes regularly to its members. Thus far there have been 70-75 mailings of these "Background Facts," which are de-

New project ■ Louis Hausman, TIO director, shows a visitor a storyboard of one of a new series of animated spots, explaining the NAB television code, that McCann-Erickson has prepared for TIO. The spots, in minute and 20-second lengths, are intended to explain how the tv viewer benefits from the code. For samples of one spot see page 28. The code spots are only one of several activities that TIO is about to set in motion.

What about TIO's own image?

Among television broadcasters there is strong support for the purposes and functions of the Television Information Office, but a good many broadcasters think TIO ought to be integrated into the NAB.

Those are the main findings of a survey conducted by BROADCASTING. Questionnaires were sent to all commercial tv station managers. Usable replies came from 114. They were equally divided between stations that do and don't subscribe to TIO.

The vast majority of subscribing stations that replied approve the one-year performance record of the information office. Thirty-five said they thought the job TIO is doing is good or excellent; nine said it was fair; one said poor. Others withheld comment on the grounds they did not know enough about TIO's record to make a sound appraisal.

Slightly more than half of the non-subscribers that answered the questionnaire said they were too unfamiliar with TIO's work to judge it. But of those who offered evaluations, 18 said TIO had done a good or excellent job; seven said fair, and one said poor.

Among both subscribers and non-subscribers there was strong feeling that the TIO assignment ought to be part of NAB's, although this feeling was especially strong among non-subscribers.

Of 49 subscribing stations that answered the question, 30 thought TIO ought to remain autonomous; 19 thought it ought to be integrated into the NAB.

Of 46 non-subscribing stations answering the question, only eight favored TIO autonomy, and 38 wanted it integrated into NAB. Many of the non-subscribers said their reason for not joining TIO was their belief that the information job ought to be done by the NAB. Others complained of "too many" trade associations in the broadcast field.

signed to keep TIO subscribers up to date on ideas and observations about television and at the same time give them material which they can use in programs, speeches, editorials, ads or just conversation.

■ TIO operates as a service center for both subscribers and non-broadcasters seeking information about television. Approximately 750 requests for material, ranging from a broadcaster's bid for information to use in a debate on whether television is worth while, down to specific program schedules, have been received and handled.

■ Material which TIO considers especially noteworthy is reprinted and widely distributed. For instance, a talk on "Children and Television" by Wilbur Schramm, nationally known communications research expert, was distributed by TIO to 7,500 broadcasters, opinion leaders, schools, libraries and government officials last spring, and another 5,000 copies have been sent to special groups and individuals on request since then. Approximately 7,500 government and civic officials, educators, universities and associations are on TIO's opinion-leader mailing list, as are some 750 libraries which asked to be included.

■ In speeches and other appearances Director Hausman and others of the TIO staff have taken part in television seminars and meeting of such opinion-molding groups as the National Council of Churches, the General Federation of Women's Clubs and the like.

■ TIO has placed ads in four "high-brow" magazines to promote the Nixon-Kennedy television appearances—emphasizing that television's initiative made them possible—and also has prepared ads which tv stations may run locally on the same theme.

This catalog of the principal activities to date makes clear that TIO's biggest interest, both nationally and at the local level, is in reaching the so-called opinion leaders—the people and organizations who not only are capable of influencing the public attitude toward television but who also, in many cases, are the most outspoken critics of television programming.

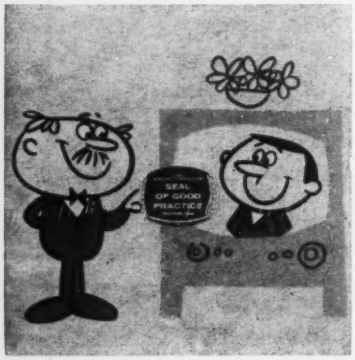
TIO's concept is that much of the criticism from these groups springs from misinformation or lack of information, and that if they are made aware of the broad range of material that television does offer they'll have less grounds for criticism.

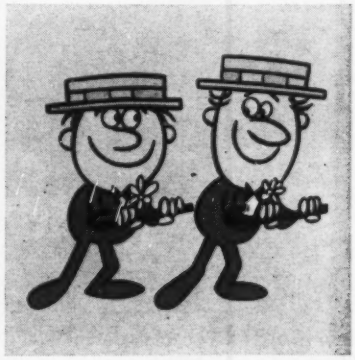
Projects like the "Resources" book, the case histories of public-affairs programming and the in-service course for teachers have the additional objectives of promoting television as source material for teaching, creating a more sympathetic understanding of how the medium works and, in the case of the program idea book, of stimulating public affairs programming at the local level. The spots explaining the NAB code obviously are directed at a mass audience.

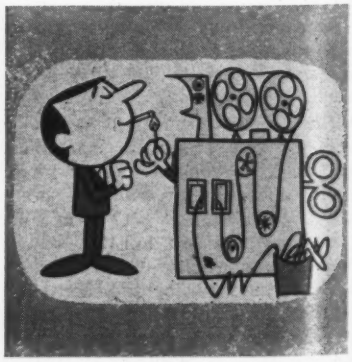
It also appears obvious from TIO's composition and work to date that, although TIO is financed by broadcasters, it operates as more than a tool of broadcasters.

The Organization ■ Structurally TIO is largely an autonomous unit of NAB. But operationally it functions under Director Hausman and the NAB Television Information Committee, which is headed by Clair R. McCollough of the Steinman stations, with a generally free rein from NAB headquarters.

For several reasons it is more than a press agent handling assignments from







Picturing the code ■ Viewers won't have to stretch their imaginations to understand what that NAB code seal means when stations start carrying the animated spots that TIO financed and McCann-Erickson produced for the NAB Code Board. This sequence from a 20-second spot shows how the films explain one code function and at the same time shed light on the role of commercials. Narration accompanying the frames pictured above (l-r) goes like this:

its employers. To begin with, its "employers" number 150 dues-paying stations and three networks who on many subjects have different if not conflicting ideas about what should be done. Obviously TIO would find it impossible to take orders from 150 sponsors individually. Equally important, in picking Mr. Hausman for director the Information Committee chose a man whose widely acknowledged talents do not include a predisposition to be a mere order-taker.

Under Mr. Hausman, therefore, TIO is more than a press agent or spokesman. Rather, it tries to reconcile differing viewpoints and provide a stimulus for leadership by helping networks and stations to work together in advancing the television cause; initiating projects and disseminating information that will make the public and especially the so-called opinion leaders better acquainted with television; keeping broadcasters informed of what is being said for and against television and, in general, furnishing them with materials to help get television's story across.

TIO's Own Image ■ By and large, the broadcasters who pay TIO's bills seem to think it is doing this job well, A BROADCASTING survey (for details see facing page) found among subscribing stations that are willing to state their positions, the greater majority thinks that TIO is doing a good or excellent job and has proved to be worth the money they have put into it. A good many wonder, however, if TIO's functions ought not to be integrated into the NAB.

Among non-subscribing stations that are willing to state their positions, a majority thinks TIO is doing a good or excellent job but the sentiment is heavily in favor of integration into NAB. Also, understandably, most non-subscribers say they are too unfamiliar with TIO's work to make an appraisal of it.

The Staff ■ TIO's management, under Mr. Hausman, includes Carl Burkland, a veteran of tv-radio station and network operations, who is TIO general manager; Lawrence Creshkoff, executives and the staff members, TIO retive editor, and Catherine Heinz, librarian. In addition to these executives and the staff members, TIO retains specialists as needed for specific jobs.

Robert Lewis Shayon, radio-tv critic for *Saturday Review of Literature*, wrote the chapter backgrounds and all of the full-scale program descriptions in "Interaction," the collection of public-service programming case histories. The book deals with program formats in 15 categories, from "community affairs and problems," "government and politics" and "science and technology" to

MR. MCCOLLOUGH

MR. FOSTER

MR. COWDEN

MR. BERNSTEIN

MR. CLIPP

MR. HAYES

MR. PETERSMEYER

MR. ROGERS

Governing board ■ Overall guidance of the Television Information Office is in the hands of the Television Information Committee. Chairman is Clair R. McCollough, Steinman stations, and the members are Michael J. Foster, ABC-TV; John P. Cowden, CBS-TV; Lester Bernstein, NBC-TV; Roger W. Clipp, Triangle stations; John S. Hayes, Washington Post stations; C. Wrede Petersmeyer, Corinthian stations; Lawrence H. (Bud) Rogers II, Taft stations, and Willard E. Walbridge, KTRK-TV Houston. The committee membership is appointed by the NAB president, but occupies a position of autonomy unlike that of other NAB committees. The Television Information Committee was organized during the NAB convention in March 1959.

MR. WALBRIDGE

1. "What is a television commercial?" 2. "Well, first, it makes possible all of the things we can watch on tv." 3. "It brings us news of existing new products and services." 4. "It also brings us useful homemaking hints." 5. "And this Seal of Good Practice means . . ." 6. "You can always rely on this station's commercials for accuracy and honesty." The spots, in one-minute and 20-second versions, will be in distribution soon. 40 million viewers will see them.

"health and social problems," "practical arts and skills" and "general adult education."

The McCann-Erickson advertising agency prepared the animated spots—two 60-second spots and two 20-second versions—explaining the tv code.

Dr. Neil Postman, assistant professor of English at the New York U. School of Education, is writing the "Resources" book for English teachers. He is working with TIO as a representative of the Study of Television Committee of the National Council of Teachers of English, which is conducting the project with TIO financing.

This two-part book first develops the concept that television is a continuing source of contemporary literature as well as a medium which frequently recreates print classics of the past. Tv's long-range effect, the book notes, will depend on the kind of viewer who watches, and on his selectivity and knowledgeability.

The second part suggests specific classroom procedures for making use of television as a literary form; in complexity these range from bulletin-board notices calling attention to specific programs, to plans for a full-scale television workshop. The book urges teachers not to permit students to think carelessly about television any more than they permit careless thinking about novels or poems.

Bulletins in 20 Cities ■ At the local level, TIO's activity in helping to organize monthly bulletins on outstanding programs already has spread to 20 cities. The procedure is for all the stations in a community to prepare and distribute a combined schedule showing the educational, informational, cultural and special-interest programs that will be offered by all stations in that area in the ensuing month. The first four cities to initiate the project were Los Angeles, Chicago, San Francisco and Denver, which have mailing lists totaling 25,000 teachers, ministers, local officials and other opinion leaders.

Stations in 13 other cities are slated to begin similar bulletins this month or next, with mailing lists totaling 69,000 a month. These are Indianapolis, Columbus, Cincinnati, Washington, Boston, Hartford-New Haven, Norfolk, Atlanta, Sacramento, Fort Wayne, Houston, Cleveland and St. Louis. In addition, similar plans are now being made in Baltimore, Pittsburgh and Providence.

TIO's current 150-member roster of sponsors consists of the nucleus represented by the committee, plus additional stations signed up in a never-very-intensive membership campaign. Dues for any station amount to its highest quarter-hour one-time rate, per quarter (in addition, NBC and CBS pay $75,000 per year for the first year and ABC $45,000, aside from dues for their owned stations).

BROADCAST ADVERTISING

A FORMULA FOR SPOT RADIO BUYING

Burnett's Wright unveils cost & coverage data to LAB

Spot radio's penetration provides a formidable competitor to television spot campaigns, according to research unveiled Sept. 19 by Thomas Wright, media vice president of Leo Burnett Co., Chicago. He revealed the research results at the Louisiana Assn. of Broadcasters meeting in New Orleans.

The spot radio findings were developed by A. C. Nielsen Co. at the request of the station representative firm of Peters, Griffin, Woodward, Mr. Wright explained.

"You've probably seen reach and frequency studies until they come out of your ears," he said, "but I'll bet you haven't seen anything as startling or as comprehensive or as meaningful to the agency media strategist as this data." (See table, this page.)

Here are key findings listed by Mr. Wright:

■ In the top five U.S. markets you must buy about 34 spots on one station only in each market to get 80 gross rating points at a cost for all five markets of $12,900 per week.

■ The number of spots required to obtain three gross rating-point levels (80, 160, 480 weekly) in each market grouping does not vary radically.

■ Considerable variation appears in the cost of spots.

■ Spot radio gives about the same rates of household coverage and frequency in each of the four sets of markets (giant to medium-sized markets).

"If we use only one station, the expected net reach of an 80 rating-point schedule is in the low 20s regardless of market size in one week," Mr. Wright said. "If we use three stations, our net reach (in home coverage of metro area radio homes) will be in the mid 30s in one week. If we double the gross points to 160 our net reach is in the 40s; if we go the saturation route we can

REACH & FREQUENCY OF SPOT RADIO CAMPAIGNS

Schedule Data				Reach and Frequency			
Per Market				Weekly Data		4-Week Data	
Avg. No. of Spots/Week	No. of Stations	GRP* Weekly	All Markets Cost for 13 Weeks Mins	Reach** %	Average Frequency	Reach** %	Average Frequency
			Top 5 Markets				
34	1	80	$12,900	21.4	3.9	34-38	9.8
49	3	80	15,350	33.4	2.4	50-57	6.4
89	3	160	26,210	40	4.1	56-60	11.7
303	4	480	71,000	57	8.7	73-79	27
			7 Markets—6 through 12				
28	1	80	$4,420	20.5	4.0	33-37	10
39	3	80	6,970	36.2	2.3	54-62	6.2
70	3	160	11,350	42.9	3.8	60-64	10.8
241	4	480	31,260	59.9	8.1	78-84	24.9
			8 Markets—13 through 20				
23	1	80	$6,810	22.6	3.9	36-40	9.2
33	3	80	8,240	35.3	2.3	53-60	6.1
65	3	160	14,600	43.4	3.7	61-65	10.5
193	4	480	37,250	56.9	8.6	74-80	26.2
			80 Markets—21 through 100				
28	1	80	$23,700	23.6	3.6	36-42	9.4
36	3	80	35,800	39.1	2.0	59-67	5.3
65	3	160	58,500	47.3	3.2	66-71	9.2
208	4	480	155,000	62.5	7.5	78-84	24

*Gross rating points
**In-Home Only Coverage of Metro Area Radio Homes

CLEVEREST ADVERTISING INVENTION SINCE TELEVISION ITSELF!

Here's how to get a sneak preview of the new 5-minute "Sidesplitters" by the world's wackiest inventor... Rube (who else?) Goldberg.

One look at the pilot film now available for audition and you'll know why this dizzy series will dazzle, delight – and sell!

National advertisers and their agencies can spend the most valuable five minutes of a lifetime catching this preview (custom-shown at your convenience).

130 of these episodes, each with a new invention, and starring Joe Flynn and Dave Willock with the animated artistry of Rube Goldberg, will be available for TV advertisers in 1961.

"RUBE GOLDBERG'S "INVENTIONS"

© GEORGE PRODUCTIONS, INC.

JOE FLYNN
Sensation of this year's Emmy Awards TV Spectacular.

DAVE WILLOCK
Featured comic on scores of top-ranking TV shows.

TV ADVERTISER (A) READS AD IN PAPER AND JUMPS UP AND DOWN WITH GLEE, JACKING UP DOG (B) — DOG GRABS BONE (C), OPENING CAGE (D) AND RELEASING MOTHS (E) WHICH EAT LARGE WOOLEN SOCK (F) — LOSS OF WEIGHT IN SOCK CAUSES LIGHTED CANDLE (G) TO SET FIRE TO WIG SHOWING NEW BEEHIVE HAIRDO (H) — FIREMAN (I), SEEING FLAMES, RUNS ON TREADMILL (J) WHICH SETS PROJECTION MACHINE (K) IN MOTION SHOWING PILOT OF RUBE GOLDBERG'S NEW TV SHOW!

Audition Screenings by appointment:
Call or Wire: Richard Carlton, Vice President in Charge of Sales

TRANS-LUX TELEVISION CORP.

625 Madison Avenue, New York 22, N. Y.
Phone: PLaza 1-3110
Chicago · Los Angeles

reach almost 60% of all the radio homes in the community in a single week."

Analyzing data for a four-week campaign, he said: "Spot radio, bought at a moderate level of advertising weight of 80 gross rating points (GRP) on three stations per market reaches 50-60% of the homes in a market; the average home reached heard six broadcasts.

"Finally, when you pile on the coals with 480 GRP weekly you step up the four-week reach to 75% of homes and an average frequency of 25 broadcasts per home reached."

Mr. Wright asked, "Doesn't there appear to be a coincident similarity between these reach figures and the reach figures of network or spot tv? Doesn't it seem queer that these cost figures are similar to tv cost data?"

The spot radio study covered all three-hour day parts of broadcasting, Sunday through Saturday. Stations with the highest average weekday ratings were selected in the four market groups —top five, 6th to 12th, 13th to 20th; 21st to 100th. A schedule was assigned to each selected station, fairly distributed among the three-hour day parts, Sunday through Saturday, and one that would deliver about the same rating points on each station in the same market.

Station Co-operation ■ In his New Orleans speech he discussed a "monster that chews up man hours by the hundreds and profit dollars by the bucketfull," referring to careless agency billing by stations. He said the Burnett agency has a trouble-shooter team trying to improve efficiency, accuracy and speed.

"We can't seem to make any progress," he said. "We have 20 timebuyers, 16 broadcast estimators and 28 billers and payers working on spot discrepancies every month. Negotiations with stations on credit refunds, makegoods and questionable billing appears to require an abnormal length of time."

Mr. Wright said he wrote a group of station managers whose stations had "contributed to our discrepancy lists" with a personal plea for suggestions. "You probably won't believe what happened," he said. "Of 23 letters sent, only 14 were answered. Of the 14 answering, 13 took the defensive and itemized how past discrepancies had been handled. Only one man took the trouble to think about the problems and offer specific, constructive suggestions."

He added, "I'd love to get the NAB interested in a study of the problem. It's obvious from the lousy response I got that station management would a lot rather hear about orders for new business than think about how to help themselves and us make a bigger profit on the business we have in the house."

NOW IT'S TALKING LIONS!

Cocoa Marsh turns to zoo for ad salesman

Cocoa Marsh's friendly lion has leaped off the label and onto the television screen, bringing son LeRoy with him (in picture, LeRoy is stalling curfew with the drink of Cocoa Marsh dodge). The illustration is taken from a series of new animated minutes that represent a sharp departure in selling style for a company that has had dramatic success with local live pitches backed by strong promotions.

The new commercials premiered this month in some 20 markets. If they work, it could mean Cocoa Marsh business in as many as 30 more.

The switch in strategy was no light decision for Taylor-Reed Corp., the Glenbrook, Conn., manufacturer of Cocoa Marsh, and its agency, Hicks & Greist, New York. Cocoa Marsh built its present distribution on a hard-hitting live tv technique that paid its way from market to market, spreading from the Northeast to cover four-fifths of the country since 1956. (The company goes back 22 years and also produces E-Z popcorn, Fluffomatic rice, Q-T frosting Yum-Berry syrup.)

Now the very young audience Cocoa Marsh addresses is ready for a change, the advertiser is persuaded. The decision to animate the message grew out of research on many fronts—cartoon ratings, commercial testing at agency, factory and independent researcher levels—and, of course, in the homes of the company's board chairman (Malcolm P. Taylor has his own five-member children's panel), his ad manager and agency account people.

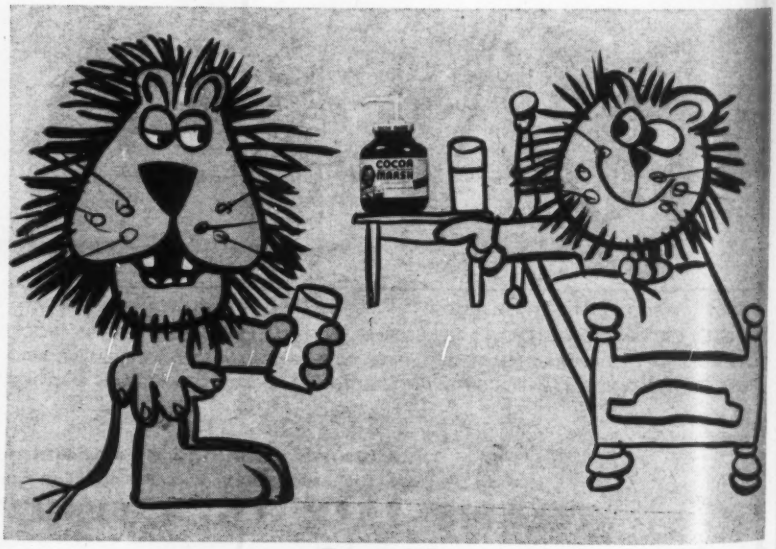
Little LeRoy only lately has sprung to the tv screen, but he's the result of a gradual evolution. The lion label was developed just prior to the company's tv debut for a new jar designed by President Charles M. D. Reed, co-founder of the company, who handles production (Mr. Taylor concentrates on sales). "Name the Cocoa Marsh lion" was one of many local promotions to encourage identification in a market where many of the consumers cannot yet read. Today's LeRoy did not grow directly from that promotion but this is the lion of descent.

LeRoy has a large assignment for one so young. Client and agency are ever mindful that children are easily bored. LeRoy and his papa are expected to give the little ones a laugh—mothers, too—while conveying the flavor and health message. The commercials run in children's shows where Taylor-Reed maintains year-round schedules.

Theodore J. Grunewald, senior vice president of Hicks & Greist, and his agency colleagues spent six months developing the character. Currently they have three 60-second situation plots on the air (schedules vary up to 30 spots a week in big markets).

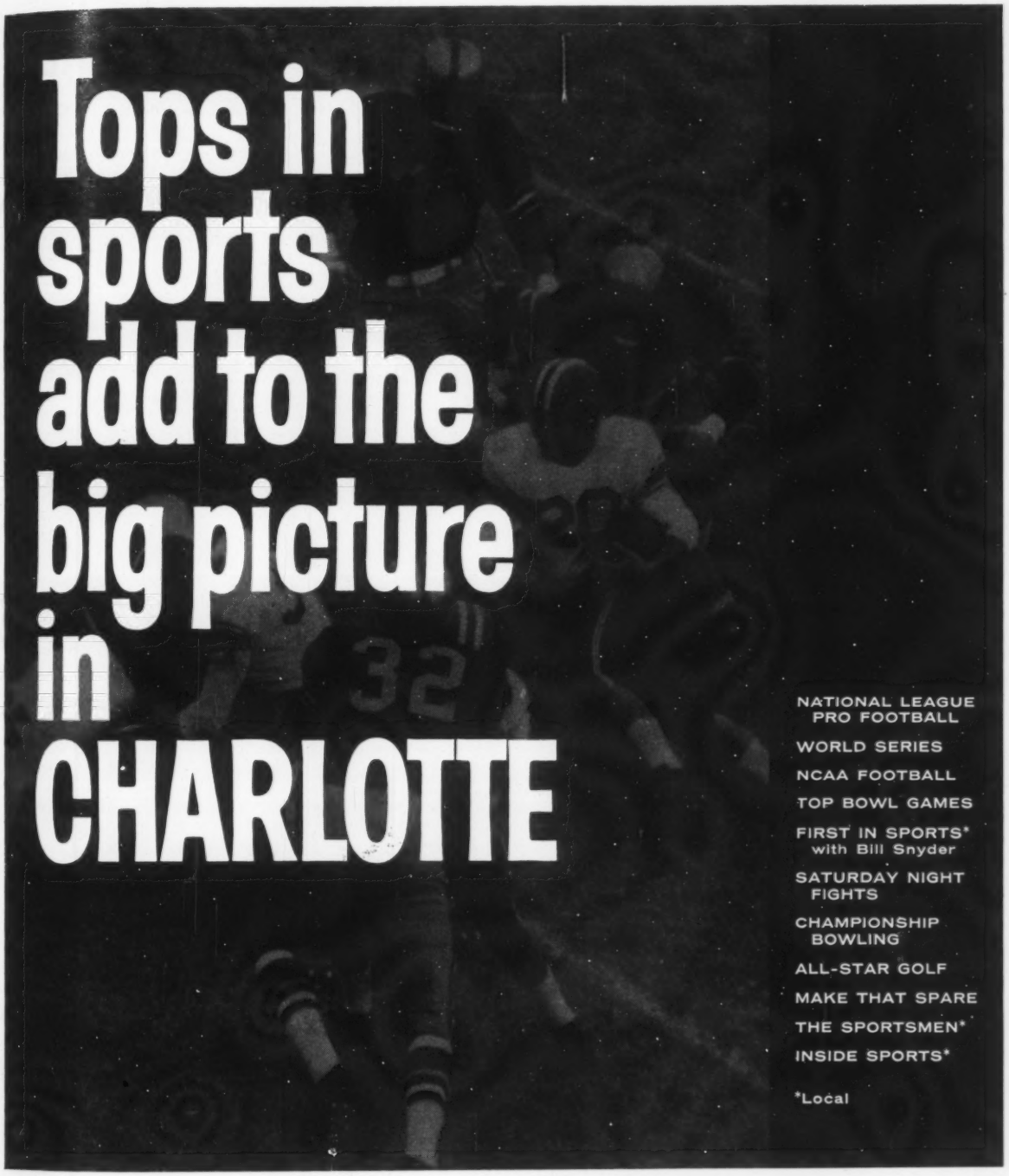
Hicks & Greist conceived the campaign and got Pintoff Productions, New York, to execute animation considered worthy of battle with the food giants the company competes with. The agency's Len Glasser did story boards and Richard Rendely produced.

Mel Blanc was brought from the West Coast for the voice assignment. Now it's up to LeRoy to show what a lion he can be in the marketplace.



FATHER & SON

Little LeRoy (r.) has a man-sized job



Check the line-up. The biggest audience builders of both NBC and ABC; the strongest local sports shows in the Carolinas. Here's the brand of programming that changed things in Charlotte. To sell big in America's 25th largest tv market your better buy is Charlotte's big picture. Buy WSOC-TV— one of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

IT'S IDEAS THAT COUNT WITH RAB

Management confab discusses both those that do and don't work

Sixty-one broadcasters reported for work last Monday morning at a Pocono Mountain resort in eastern Pennsylvania. They were fog-bound for two days, but it didn't really matter. What did matter was the number of profit-making ideas they took home after participating in Radio Advertising Bureau's Regional Management Conference.

For many of the broadcasters it was the fifth successive trip to these annual meetings—testimony in itself to the dollar value to be found when serious broadcasters get together to compare notes on what works, and doesn't work, in today's competitive climate.

The Pocono meeting was preceded the week before by sessions in Utica, Ill., and Columbus, Ohio. It will be followed by five more meetings, running through Oct. 11, in Williamsburg, Va.; Hollywood-By-The-Sea, Fla.; Austin, Tex.; Palo Alto, Calif.; and Omaha, Neb. By the time the fall swing ends upwards of 240 broadcasters will have been exposed to at least 120 new ideas on how to make radio work better in their markets.

More importantly, at least some of these ideas will be translated into action. Ideas like these:

- Making all day Thursday and Friday class AA time (two stations have).
- Hiring new continuity writers to (1) remedy the "lousy" agency copy many stations find drives down sales results and (2) increase output of "speculative" commercials, which some stations find have a one-in-three sales record. (This is not a wide-spread development. Half the stations do not have even one full time continuity writer, and almost all the other half has but one.)
- Preparing a "morgue" of production obituaries, ready for immediate programming upon the death of a famous personage.
- Pooling election coverage with other stations in the market to increase results and beat competition newspapers and tv.
- Changing your format for a day (going popular if you're a classical music station, or the reverse) to snap up audience reaction.
- Instituting a "planned presentation" approach, which one station found more than doubles its sales closings (from 25 to 66%) and almost doubled its average contract (from $700 to $1,200).
- Getting together with a competitor to make a joint pitch to a reluctant advertiser (a technique which brought in an 800 spots, 72 newscasts weekly schedule to two stations).

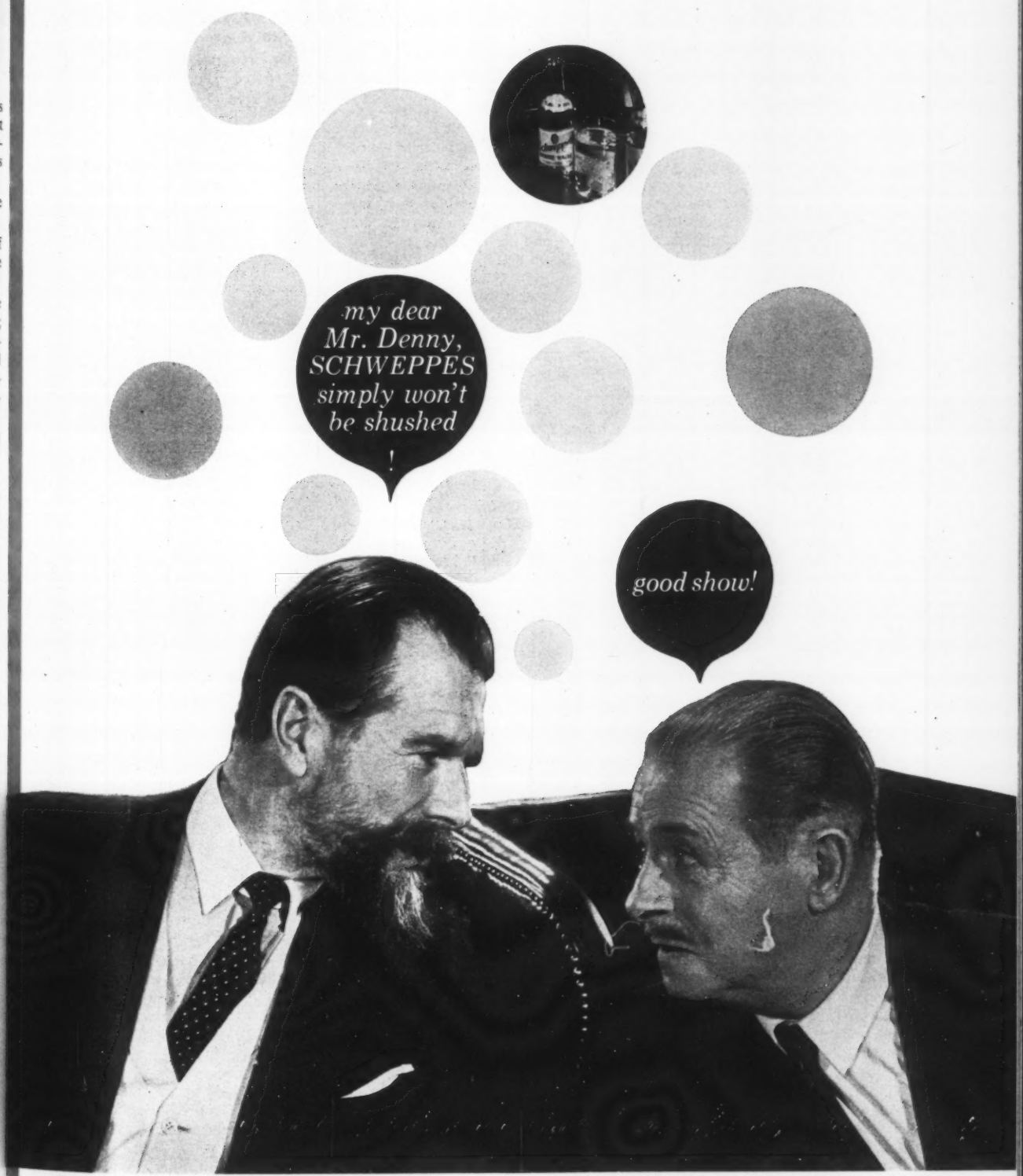
On top of the ideas, the broadcasters who attend RAB's management conferences (about a quarter of the station membership) get the chance to compare their operations with others across the country. This they do against the results of RAB's confidential survey of member stations, which this year found that:

- Program costs are 32.9% of the average station's gross.
- Median sales costs are 21.1% of gross, and are going up (they were 18% in 1957).
- 37.4% of stations report they've changed programming in the past year; 58.7% say they haven't. (The most frequent change: dropping rock 'n' roll music. One "program" change: a station which eliminated 57% of its commercials.)
- 37% of stations have increased their news schedules; another 53% haven't.
- 48.7% of stations feel rate cards should be simplified. 58% of large-market stations have done so, against 16% of small-market stations.
- 55% of stations have lost at least one salesman in the past year, with about 30% of departing salesmen going to other radio stations, 15% going to tv.
- Managers report their salesmen average 10 calls per day. Salesmen say they average 7.
- 96% of salesmen are high school graduates, 72% have attended college and 38% are college graduates.
- 28.4% of stations have bought custom or open-end transcription services, and 69% find them satisfactory; 74% use station promotion jingles, and 73% like them.
- 94.7% of stations have a definite music policy (against 89.4% who said they did last year).
- The average station has 3.7 full-time announcers-personalities.
- Nearly half the stations use part-time salesmen.
- 86% of salesmen are under 45 years old; 90% are married; 80% of sales managers also handle local accounts.

Although RAB furnishes the conferees with a raft of statistical material which reduces operations and techniques to averages, President Kevin B. Sweeney, who ramrods the conferences, makes clear that radio basically is not interested in the "average" station. Rather, what RAB hopes to uncover are the new ideas "just coming over the hedge," without regard to where they come from. Successful management, in RAB's view, is premised not on two or three major decisions but on many smaller ones which are "reflected on the bottom line"—the eventual profit, or

Success stories ■ Kevin Sweeney (top photo), president of RAB, ramrods that organization's Regional Management Conferences. Attending broadcasters can hear condensed tapes of some of the more successful broadcast operations. In the bottom photo, Thomas L. Brown, WTLB Utica, N.Y., and Francis H. Brinkley (back to camera) of Ottaway Stations, Endicott, N.Y., are listening to tapes monitored at KSFO San Francisco, KYW Cleveland, WHDH Boston, WNEW New York and WWDC Washington.

H-R presents number 6 in its "Celebrity series," featuring Commander Whitehead and Reginald Denny



Despite all the "Shh'ing" in the new Schweppes commercials – this product *WON'T* be shushed ... because Commander Whitehead has selected a most powerful medium for his message . . . SPOT TELEVISION. Those jolly little bubbles are rising in the special markets the Schweppes folks want to reach. That's the way it is with Spot Television. No waste. Great impact. Prime time. And it works for big, medium and small advertisers equally well. Your nearest H-R man will be happy to jolly well show you how Spot TV *will* work for you! Ring him up.

H-R

Television, Inc.
Representatives

lack of it.

Accordingly, RAB takes ideas not only from its radio members but also from tv stations, print media and even businesses with no relationship to communications. Wherever the ideas come from, RAB presents them without endorsement: "We function as the mirror to management," says Mr. Sweeney. "We have opinions, but we don't express them".

For that matter, opinions themselves are forbidden at the on-duty sections of the regional management conferences. Participants are encouraged to contribute factual additions to the topics under discussion (RAB figures it draws 100 ideas from the floor for every 100 it presents from the stage), but are gaveled down if they seek to express an editorial viewpoint.

Four RAB satff members shared the floor with Mr. Sweeney at the meeting: Warren Boorom, members service vice president; Maurice (Doc) Fidler, district manager, and Regional Managers Dale Woods and Rave Green.

This is a sampling of the kind of ideas broadcasters were examining in depth last week:

Newspaper Critic of the Air ■ One station programs comments about two competing newspapers, running them six times a day, two or three minutes at a time. Although the papers were offered equal time, they've never taken the station up on it. Typical items: Reporting on critical letters to the editor; criticizing one paper for an "expose" series which the station says told children where and how to buy bootleg firecrackers; applauding the newspaper for a safety campaign; referring listeners to such newspaper fare as a story on sex chromosomes of the fruit fly. Agency and listener reaction has been "terrific," the station reports.

A variation of this theme was reported by a station that reads stories and editorials in out-of-town newspapers, comparing them with the local press.

Format Change ■ RAB related the story of one station, a country-and-western outlet, which wanted to modify its format to appeal to a wider range of listeners. It adopted a "music Americana" format, running in songs by Burl Ives, Harry Bellafonte and others of the ballad variety. The station moved from sixth to second in audience position.

Dial-A-Score ■ One high-budget way of competing in sports coverage was offered for consideration of the management conferees. That was the example of a western station (daytimer) which programs a five-hour football score program on Saturday afternoons. Although it's prohibited from doing play-by-plays, it puts seven men to work monitoring four radios and two tv sets to keep up with the afternoon's action, and puts on the air those scores listeners ask for. So far it's sold half of the program to four sponsors, each of whom gets three minutes per hour at a premium rate.

Still another station (a Canadian member) said it gained over $6,000 in revenue over a 13-week period with an "alphabet quiz" program. Listeners sent in a letter for a "mystery city," and those whose letters fit in the name were allowed to compete for a $25 prize. (If they had a certificate from a participating sponsor the prize went to $50.) Thirty-six sponsors signed up at $15 each.

And yet another found money in a weekly 5-minute show reviewing the newest magazines and paperbacks. It sold the show to a distributor (who both provided the reviews and split the costs with dealers) and obtained revenue that has run for two years and is continuing on a 'til-forbid basis.

Prior Preparation ■ The effectiveness of prepared slide presentations was demonstrated by one station which, faced with losing a $4,000 client, not only held the account but doubled it to $8,000 through such a pitch. Total cost: under $50.

A way to bring in restaurant accounts was related by a station that ran a placemat sports contest in connection with participating accounts. It had 200,000 placemats printed (at $5.16 per thousand, and put them in restaurants at the rate of 1,000 per $100 of advertising). Twenty-five accounts bought on a 10-week basis.

Those Extra Sales ■ Managers heard several case histories of stations which had good results with sales incentive programs. One reported it offered all its staff members a "night on the town" if they brought in a 20% increase in sales. They brought in 47%. It cost the station $325. Another said it gives its staff a $50 per man bonus for a 20% increase in sales—and makes money doing so. (A less sophisticated sales incentive method reported: The station which requires its salesmen to wear their hats anytime they're at their desks—to remind them where they ought to be.)

RAB's meetings go after ideas that didn't work as well as those that did (see box). Mr. Sweeney's observation: "This isn't the usual liars convention. We're not here to impress each other."

A new feature has been incorporated into this year's conferences—4 condensed tapes of distinctive radio stations across the country. RAB picked 20 stations which have been successful with one or another type of operation, had them taped by a professional monitoring company and then edited and condensed their operations into 30-minute tapes. Four tape recorders were set up in the meeting room for conferees' use during the two-day session.

All the material presented by RAB during the meetings, plus new material suggested from the floor, will be incorporated into a report that goes out about a month after the final conference. Each person there gets a loose-leaf binder in which he can make notes on subjects for immediate action. He replaces these notes with the formal material later.

Investment in Profits ■ For this the attending manager pays a $40 registration fee plus expenses (an average of $150, including travel). It's apparently worth it. Said one of their number last week: "I come here on the chance that one idea alone may be worth an extra $10,000 in annual billing on my station. I haven't missed a meeting."

Fanfare that flopped

If you want proof that all that glitters isn't, etc., talk to station promotion managers. RAB's Regional Management Conference last week heard these examples of promotions that backfired:

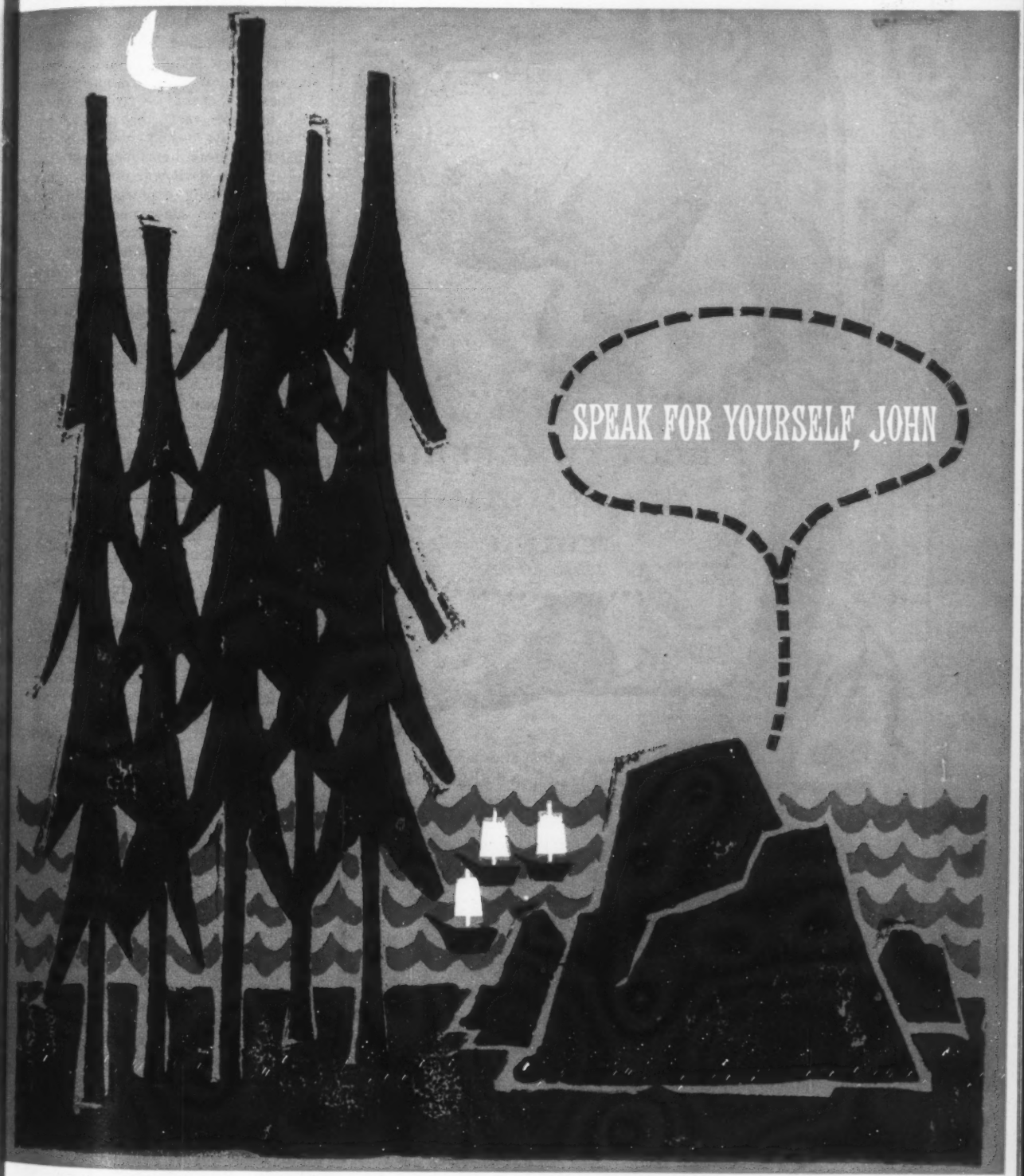
■ One station hid a certificate for a $500 prize under a mail pickup box. It happened that the post office was redecorating and the station had picked the only box left to be painted. Result: A painter, who hadn't heard of the promotion, found the certificate the first day.

■ While a station personality was going on the air to announce another prize contest, the manager was out hiding the certificate on a downtown signpost. Minutes after the contest was announced, a passing car went out of control and demolished the signpost—and the promotion.

■ Two pre-teen boys came across a certificate hidden by another station. The smaller one found it, but the larger one knocked him down and took it away, subsequently claiming the prize. The station averted a suit by the family of the smaller boy only by awarding duplicate prizes.

■ And then there was the station that put $5,892.41 in coins into the trunk of a Corvair, offering to contestants all the money they could scoop out with both hands and count accurately. Trial runs showed the most the station could lose was $650. The winner: A big-handed bank teller who scooped and counted to the tune of over $2,000, and made the promotion backfire.

oughty Miles Standish, brave captain of men, but no wooer of women, sent young John Alden to Priscilla to propose marriage for him. Priscilla, you know, ignored the message and fell for the messenger. Which just goes to show . . . even a message can backfire when you don't use e right messenger. In St. Louis, Milwaukee or Dallas, when there's a job to be done, let the Balaban Stations do it. Balaban gets your message rough, aiming it straight to the consumer with lively, modern programming, interesting well-liked personalities and superior selling. With alaban, the word about your products or service gets through and sells . . . consistently. No wonder Balaban Stations are—couriers par excellence!



THE BALABAN STATIONS in tempo with the times • **John F. Box, Jr., Managing Director**

WIL-ST. LOUIS WRIT-MILWAUKEE / KBOX-DALLAS

Sold Nationally by Robert E. Eastman & Co., Inc. Sold Nationally by the Katz Agency

GROWTHMANSHIP IS A SOMETIME THING...

The figure-filberts at the census bureau say that after ten years of grinding by those monster machines they keep on the leash up in Washington, the golden answer has poured forth:

Columbia, South Carolina, is the state's biggest metropolitan area.

Don't take my word for it, old nose-counter. Ask Lemuel K. Crasswinder, assistant bureau chief in charge of hobbles for wandering IBM machines. He'll tell you Columbia's up 257,961 people, an increase of 38.1%, and that this makes Columbia also the

second biggest metropolitan area in both the Carolinas, as well

second only to Charlotte, with 270,951. Well, as old Wade Hampton used to say, people is power—buying power, I say, nearly a billion and a half dollars in disposable income, all reached by that 1,526-foot tower—close to the whole state for one easy buy. That's WIS-TV:

the major selling force of South Carolina

WIS-TV NBC/ABC
COLUMBIA, SOUTH CAROLINA

a station of
THE BROADCASTING COMPANY OF THE SOUTH
WIS-TV, Channel 10, Columbia, S. C.
WSFA-TV, Channel 12, Montgomery, Ala.
WIS, 560, Columbia, S. C.

More time for Higbee test of radio's power

Radio Advertising Bureau and The Higbee Co., Cleveland department store, are extending RAB's department store challenge study for an additional six months, it was announced last Wednesday (Sept. 21). Originally scheduled for one year, the massive test of radio advertising's ability to sell department store items began in September 1959. RAB will publish results of the year-long exploration in late November, with supplementary reports to be issued at least three times in the first half of 1961. Radio results are being recorded on more than 350 items advertised on six Cleveland stations. An increased store budget will permit departments and items not advertised in the past year to be radio-tested during the extension period. A joint statement by E.K. Hoffman, vice president and general merchandise manager of The Higbee Co., and Kevin Sweeney, RAB president, said: "The findings have been so impressive and thought-provoking and have pointed to so many additional areas that might be studied profitably that we decided jointly to proceed with the investigation for an additional six months."

Gasoline up 45% in spot-network tv

National spot and network television expenditures for three separate categories—tobacco, gasoline and beer—increased significantly in the first six months of 1960 over the corresponding period of 1959, the Television Bureau of Advertising reported last week.

Using TvB/LNA-BAR computations for network figures and TvB-Rorabaugh for national spot data, the bureau reported that in the January-June 1960 period, tobacco advertising gross billings in tv were almost $59 million as against $52.9 million a year ago. Network tv billing amounted to almost $39.5 million, as compared with $37.9 million in the 1959-1960 period, while spot tv rose to almost $19.6 million from almost $15 million a year ago.

Leading tobacco advertisers in the first half of this year were R.J. Reynolds with nework and spot gross time expenditures of almost $10.5 million, followed by Brown & Williamson Tobacco Corp., $9.1 million; P. Lorillard Co., $8.6 million; American Tobacco Co., $8.6 million; Philip Morris Inc., $8.2 million; Liggett & Myers Tobacco Co., $6.8 million; Bayuk Cigars, $4.0 million and Consolidated Cigars, $2.2 million.

Gasoline companies, according to TvB, spent more than $21.3 million for

This woman is hard to sell. She controls the TV set as well as the purse strings. But KABC-TV more than meets her requirements with an imaginative lineup of adult daytime programs leading into ABC after dark. You can be sold on 7, too.

In Chicago

. . . the **Board of Trade** is the world's greatest speculative grain market. Here, prices paid for wheat help determine what the nation's housewives pay for a loaf of bread. And here, too, at each of its six trading pits, fortunes are won and lost every day.

In Chicago

WGN

RADIO

reaches more homes
than any other
Chicago advertising medium.

WGN IS CHICAGO

Quality • Integrity • Responsibility

IN SACRAMENTO

Dollar for Dollar Your Best Buy

A QUALITY AUDIENCE

Surveys consistently show KCRA a leader in *adult* audience . . . an audience with high spending power, able to buy anything from cigarettes to swimming pools.

VOLUME AUDIENCE, TOO!

KCRA shows sound ratings in all time periods, and an exceptionally high percentage of unduplicated homes.

PLUS TOP MERCHANDISING

The only full time merchandising department in the area, with the biggest in-store chain tie-ins . . . *probably the finest merchandising service in the west!*

"Radio One"

KCRA

NBC

—Sacramento—

Represented by

Edward Petry & Co., Inc.

national spot and network advertising during the first half of 1960, an increase of 45% over the $14.7 million in the like period of 1959. During this period, national spot billing rose to $13.2 million, as compared with $12.4 million in 1959, while network billings increased to almost $8.1 million from $2.3 million in the first half of 1959. The most active advertisers in this category during the first six months of 1960 were Texaco with tv gross time billing of almost $6.4 million; Esso Standard Oil, $1.5 million; Mobil Oil, $1.4 million; Shell Oil, $1.4 million and Atlantic Refining Co., $1.0 million.

Beer and ale advertising in the period rose from $24.5 million last year to $26.3 million. Of the total for the 1960 period, TvB said, $22.9 million was spent in national spot and $3.4 million in network tv. Anheuser-Busch Inc. led the brewery advertisers with network and national spot gross time billing of $2.3 million, followed by Joseph Schlitz Brewing Co., $2.2 million; Falstaff Brewing Corp., $1.8 million; Carling Brewing Co., $1.8 million; Theo Hamm Brewing Co., $1.4 million, and Pabst Brewing Co., $1.3 million.

How tv fits into K&E changes

William B. Lewis, Kenyon & Eckhardt's board chairman, is back in television. Not that he ever really left, but he'll have more time now to dig into the medium and its role at the agency.

Mr. Lewis in becoming board chairman and passing the presidential baton to David C. Stewart, who as executive vice president already has (WEEK's HEADLINERS, Sept. 19), need not concern himself so much with energy-taxing administration of an advertising entity that bills around $90 million annually (some $40 million in tv).

His associates say that Mr. Lewis —himself a former top broadcast executive and one of the few agency leaders with that background—will be working even more closely than in the past with James S. Bealle, the agency's vice president and director of radio-tv programming.

It was in the Lewis regime that K&E worked its business upward from a level of a $34 million a year billing. Initiated during Mr. Lewis' administration (1951-1960) was a concept of totally servicing clients in marketing and creative areas. Concentration was on a limited client list which obtained this attention in services.

Mr. Lewis in his new post of board chairman will devote himself also to client contact and new business development (an area in which he has been quite successful in the past).

Joined in Radio ■ The rise of William Lewis at K & E occurred rapidly and impressively. He joined the agency in 1944 as vice president in charge of radio serving in the executive ranks at CBS. Soon afterward he was made account supervisor and elected a director, paving the way to his election in 1951 as president.

In a letter to clients informing them of the change in K & E's management positions, Mr. Lewis explained that it was made by the board of directors "in accordance with a long-conceived plan for succession in our management." In the change-over, Edwin Cox, who was K & E's board chairman, was elected chairman of the executive committee, and said Mr. Lewis:

"Each of us, Ed, Dave and myself, will have a clearly defined area of responsibility, but the executive leadership, under the executive committee and the board, now passes to Dave." (David Stewart is a 15-year veteran of the agency.) That Mr. Stewart has long been groomed for the post was indicated also by Mr. Lewis: "Dave has, in fact, been our chief administrative officer for some time," he wrote, "so the change is in no way a radical one."

Mr. Lewis' broadcast knowledge dates back 1935 when he joined CBS as commercial program director. He served at CBS successively as program director and as vice president in charge of programs. He was the first at CBS to serve in that post and was the network's youngest vice president at the time.

He went to Washington in 1941 on a leave of absence to serve as chief of the radio division of the Office of Facts & Figures. In that position, Mr. Lewis coordinated the government's radio activities and when the bureau was merged with others to form the Office of War Information, he was appointed chief of the domestic radio bureau where he also organized and operated the radio allocation plan. In 1942 he was made assistant director of OWI's domestic branch.

After the war at CBS, Mr. Lewis was on special assignment to survey the attitudes of public leaders toward the American system of broadcasting, a study that has been referred to often as an outstanding contribution to radio.

Us WDAY cave men sure get the WIMMIN!

Every audience survey *ever* made around Fargo shows that WDAY Radio has always had far more listeners than any other station. Now the latest survey — a 55-county Pulse Area Report made March 1-28, 1960 — repeats the story.

Monday thru Friday, WDAY Radio has 166,400 women listeners—45% more women than Station B. Also 114,660 men listeners—67% more men than Station B!

The reasons? Well, it can't be our glamorous *youth*, because we are one of the oldest radio stations in the U.S.A. So maybe it's our cave-man strength and beauty. We dunno. Why don't you ask PGW?

WDAY

FARGO, N. D.

NBC • 5000 WATTS
970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

MEDIA COMPARISON
Nielson study matches tv, magazine audience

A.C. Nielsen Co. said last week it would do what many people have historically claimed cannot be done: compare apples and oranges.

The research firm officially announced its new Nielsen Media Service, which executives said will measure television and magazine audiences in the same national panel and report on the audience reached by the advertiser using both media.

NMS is designed to help advertisers and agencies select either a single advertising vehicle (program or magazine) or a combination of vehicles or of media, according to their specific needs. Twelve major magazines and all network tv programs will be covered in the continuing studies. Subscribers (Maxon, J. Walter Thompson Co., Westinghouse Electric, Chrysler and *Life* magazine thus far) will receive a yearly report on total audiences of the 12 magazines, complete Nielsen Television Index data, and special reports on audiences reached by tv and magazine combinations.

Inherent Differences ■ One of the factors making broadcast and print media so difficult to compare, from a research standpoint, is that they have so few similarities in terms of how they are used by audiences and in the degree to which they are measured. From an advertiser's point of view, for example, is opening a magazine as good as listening to his program? Getting ratings on all programs is standard procedure in broadcasting, but getting comparable detail on each article or page in a magazine can become complicated and expensive. "You can't compare apples and oranges" has become a stock argument against such efforts.

Henry Rahmel, Nielsen executive vice president and broadcast division manager, who was credited with originating the NMS idea, recognized "the so-called apples-and-oranges aspects" but pointed out that, even so, agencies and advertisers do compare media.

Watching and Reading ■ The NMS panel will consist of 2,500 homes. Tv tune-in will be measured by a combination of Audilog diaries and Recordimeter devices. Magazine audiences—in terms of "the number of homes and adults reporting having read the average issue of the magazine"—will be determined by the personal-interview-interest technique developed by the publishing industry and incorporated in Advertising Research Foundation's proposed magazine research study some years ago.

Magazines to be measured by NMS, officials said, represented 52% of all magazine revenues last year. They are: *American Weekly, Better Homes & Gardens, Good Housekeeping, Ladies Home Journal, Life, Look, McCalls, Parade, Reader's Digest, Saturday Evening Post, This Week* and *True Story*.

ARBITRON'S DAILY CHOICES

ARB

Listed below are the highest-ranking television shows for each day of the week Sept. 15-21 as rated by the multi-city Arbitron Instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., Sept. 15	Untouchables (9:30 p.m.)	ABC-TV	18.1
Fri., Sept. 16	77 Sunset Strip (9 p.m.)	ABC-TV	27.6
Sat., Sept. 17	Gunsmoke (10 p.m.)	CBS-TV	29.3
Sun., Sept. 18	Alfred Hitchcock (9:30 p.m.)	CBS-TV	25.0
Mon., Sept. 19	Father Knows Best (8:30 p.m.)	CBS-TV	22.1
Tue., Sept. 20	Thriller (9 p.m.)	NBC-TV	16.9
Wed., Sept. 21	U. S. Steel Hour (10 p.m.)	CBS-TV	28.4

During the introductory period of the 1960-61 television season, ARB is conducting fast national ratings. These use Arbitron meter devices in some areas, supplemented by telephone calls, to provide what ARB calls a truly national rating. The "instant nationals" started Sept. 18. Here are the top-rated programs for each day following:

Date	Program and Time	Network	Rating
Sun., Sept. 18	Loretta Young (10 p.m.)	NBC-TV	25.4
Mon., Sept. 19	Barbara Stanwyck (10 p.m.)	NBC-TV	27.3
Tue., Sept. 20	Laramie (7:30 p.m.)	NBC-TV	25.5
Wed., Sept. 21	Price Is Right (8:30 p.m.)	NBC-TV	28.1

Copyright 1960 American Research Bureau

Franken forms firm

The new organization of the Jerry Franken Co. for advertising and public relations is to be announced today (Sept. 26), with headquarters at 5420 Melrose Ave., Hollywood, Calif., and a New York office in the new Time & Life bldg., 1271 Ave. of the Americas. Mr. Franken resigned recently as head of advertising, promotion and publicity for National Theatres & Television Inc. and National Telefilms Assoc. Clients acquired to date by Jerry Franken include programs for Television Inc.; RPF Enterprises Inc.; Stars International Inc.; Richard H. Ullman Inc.; Del Wood Assoc. and Omar Music Co.

In Steubenville, Ohio

YOUR PRODUCT'S BEST FRIEND IS

The FRIENDLY Group's
WSTV-TV
CHANNEL 9

The lowest cost Television bridge to the Upper Ohio Valley's 5 Billion Dollar retail market. The best of CBS and ABC. Plus Shopper Topper Merchandising.

For Rates and Avails
• IN STEUBENVILLE: John J. Laux, AT 2-6265
• IN NEW YORK: Lee Gaynor, OX 7-0306
Represented Nationally by Avery-Knodel, Inc.

WSTV-TV CHANNEL 9
The Best of CBS and ABC
STEUBENVILLE—WHEELING
Represented by Avery-Knodel, Inc.

WRGP-TV CHANNEL 3
The Best of NBC
CHATTANOOGA, TENNESSEE
Represented by H-R

WRDW-TV CHANNEL 12
The Best of CBS and ABC
AUGUSTA, GEORGIA
Represented by Avery-Knodel, Inc.

WBOY-TV CHANNEL 12
The Best of NBC and CBS
CLARKSBURG, WEST VIRGINIA
Represented by Avery-Knodel, Inc.

KODE-TV CHANNEL 12
The Best of CBS and ABC
JOPLIN, MISSOURI
Represented by Avery-Knodel, Inc.

IN FALL, EVERYONE'S FANCY TURNS TO THOUGHTS OF NEW CARS AND AUTO SHOWS

Especially at WJR . . . and especially this year, because in October the National Auto Show comes to Detroit for the first time.

WJR is set to cover the show backwards and forwards, from top to bottom, and inside out. Mostly the latter, because we're really close to the car makers . . . our Automotive Editor has reported the inside story on styling, engineering and sales for years. At the show he'll describe exhibits, talk with industrial leaders, and take listeners behind the scenes.

Our Women's Director will size up things from the feminine angle. Another staffer will cover the historical and educational aspects of automobiling, and go after the story of people—everyone from the hot dog vendor to an antique car enthusiast.

It's a two-week project with nearly two hours of air time every weekday. A big job, but it's just another example of WJR's complete-range coverage of important local and national events. Small wonder that listeners AND advertisers are loyal and consistent. Why not get all the facts from WJR or your Henry I. Christal man?

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL

In October, WJR goes to the National Auto Show in Detroit

See it Now!

Important new development for

ALL NETWORK TV USERS

- **Total U.S. Sample**
- **Multiple Audience characteristics**
- **"Customer Count"**

★ ★ ★

For details write or phone your nearest Pulse office.

LOS ANGELES
6399 Wilshire Blvd.
Olive 3-7733

CHICAGO
Tribune Tower
Superior 7-7140

NEW YORK
730 Fifth Avenue
Judson 6-3316

SAN JUAN, Puerto Rico
P.O. Box 3442
Telephone 6-3164

LONDON, England
41-42 Dover Street
Hyde Park 0-294

Tv mixer

A 13-week spot tv campaign over WPIX (TV) New York for cocktail mix products, which began yesterday (Sept. 25) will serve as a tv test for expansion into other major markets of the country, Erwin Wasey, Ruthrauff & Ryan, agency for Holland House Sales Co., Woodside, N.Y., reported last week.

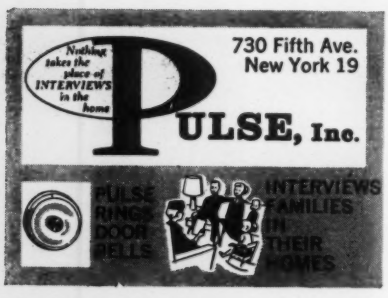
H. Sumner Sternberg, EWR&R account executive, noted that the commercials will demonstrate the actual mixing of a whiskey sour, but pointed out that the Holland House mixes themselves are non-alcoholic. He envisions no serious opposition from stations if Holland House and EWR&R decide at the end of the 13-week cycle to extend the spot tv effort in other major markets where the advertiser has distribution. He observed that another station in the New York market was desirous of obtaining the Holland House business, which marks the company's first use of tv. (In the past, mixes have been advertised on tv, but it is not known if any showed actual demonstrations, using liquor).

Mr. Sternberg said that $35,000 will be spent on the WPIX (TV) campaign, using a total of 150 prime time one-minute announcements to advertise the company's line of Martini, Manhattan, Daiquiri, Old Fashioned, Gimlet, Tom Collins, Bronx Cocktail, Side Car, Quinine and Sour mixes. At the end of the 13-weeks, he said, sales results will be evaluated and a decision made on future use of television.

WPIX (TV) officials declined to comment on the transaction, but said the copy had been cleared by the continuity department as "satisfactory."

Holland House is a major newspaper advertiser with insertions in more than 130 papers and also uses consumer magazines. Its entry into tv was suggested by Rollo Hunter, EWR&R vice president in charge of radio-tv, and Mr. Sternberg.

TV TRIAL BALLOON
Filled with cocktail mixes

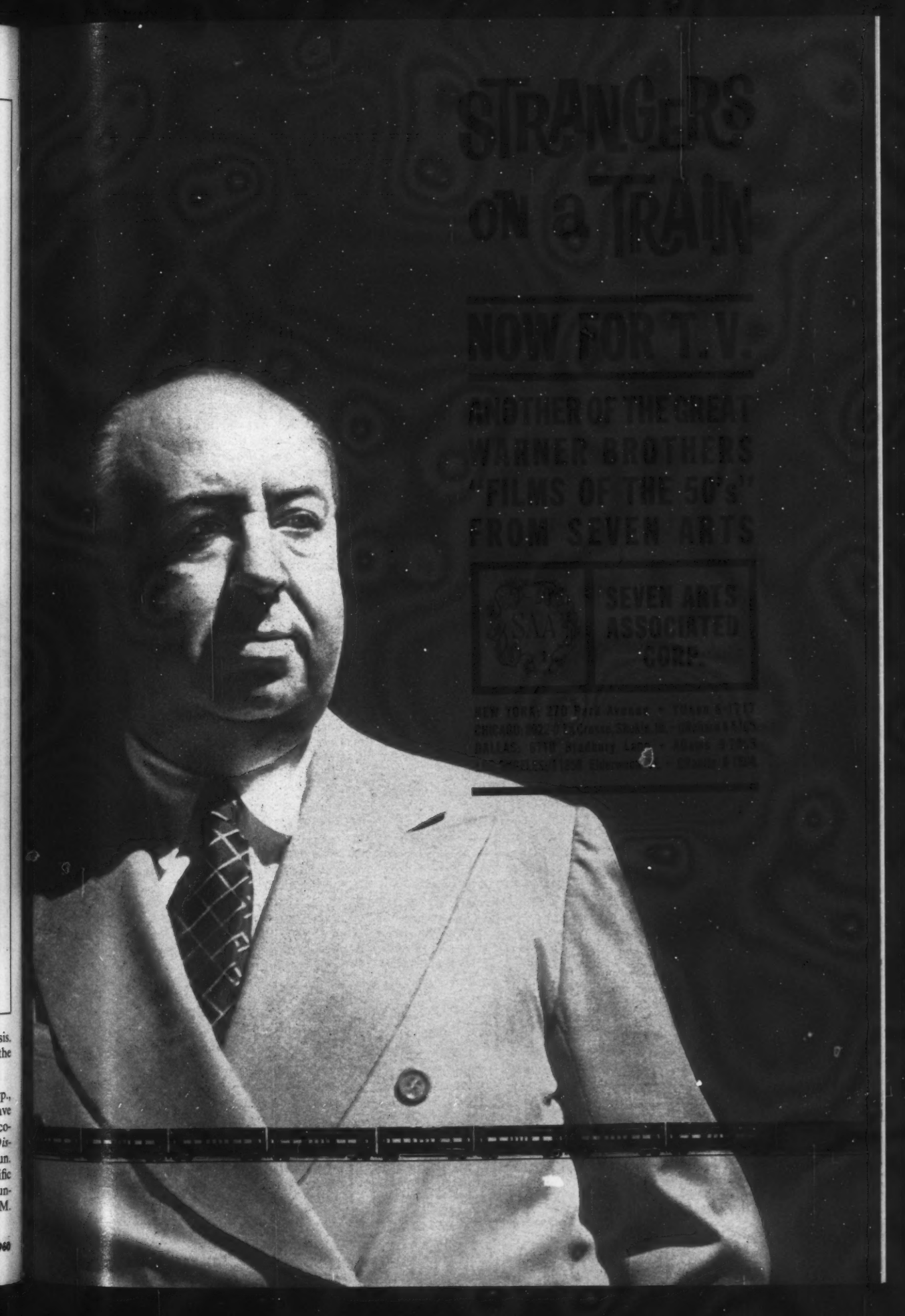

Nothing takes the place of INTERVIEWS in the home
730 Fifth Ave.
New York 19
PULSE, Inc.
PULSE RINGS DOOR BELLS
INTERVIEWS FAMILIES IN THEIR HOMES

■ Business briefly

Time sales

Chrysler goes fm ■ Chrysler Corp. (Imperial car), Detroit, last week announced the signing of a contract with the QXR Network for sponsoring a five-minute news series, across-the-board, on 27 fm stations throughout the country, starting Oct. 3. It is said to be "one of the largest fm commercial contracts," with the cost to Chrysler of about $125,000 on 52-week basis. Young & Rubicam, New York, is the agency.

'Disney' renewal ■ Canada Dry Corp., N.Y., and its participating bottlers have renewed for a second season their co-sponsorship of ABC-TV's *Walt Disney Presents*, starting Sept. 25 (Sun. 6:30-7:30 p.m. in Eastern and Pacific time zones; 5:30-6:30 p.m. in Mountain and Central zones). Agency: J.M. Mathes Inc., N.Y.


STRANGERS
ON a TRAIN
NOW FOR T.V.
ANOTHER OF THE GREAT
WARNER BROTHERS
"FILMS OF THE 50's"
FROM SEVEN ARTS
SEVEN ARTS
ASSOCIATED
CORP.

UNIONS FORM BARGAINING BLOCS

Networks, broadcasters face two multiple union units

Broadcast management is facing a new type of union relations—cooperation by competitive unions to present "a united labor front" in negotiations.

The trend appeared last week as (1) five unions met to decide how they could work together, and (2) Screen Actors Guild lined up with American Federation of Television & Radio Artists in current dealings with networks.

In a precedent-setting move, the Screen Actors Guild will particpate with the American Federation of Television & Radio Artists in significant areas of AFTRA's negotiations with the television-radio networks, which open this Wednesday (Sept. 28) at the Berkshire Hotel in New York.

Both AFTRA and management sources confirmed last week that SAG will be in attendance at the negotiation sessions, which seek a new pact for the network to replace the contract expiring on Nov. 15. SAG's participation, it is said, is an outgrowth of a recent agreement entered into by AFTRA and SAG under which the two talent unions pledged to engage in joint negotiation and administration in the area of tape and filmed commercials and tape programming.

Though SAG has a limited number of contracts with networks (primarily with their film subsidiaries), its participation with AFTRA in negotiations is viewed as a move by SAG to gain the same advantages in rates and other benefits from film producers that AFTRA will obtain from the networks. The joint administration-negotiation agreement was proposed by SAG in lieu of outright merger, which had been suggested by AFTRA.

Critical Discussion Points ■ Neither networks nor AFTRA would discuss the contract demands, which union spokesmen said would be presented for the first time during the meeting this Wednesday. It is reported that tape commercials and programming will constitute the crucial area during the talks. The presence of SAG at the negotiations bolsters this view.

Eleven contracts, or "codes" will be under negotiation with the networks, including tv network, radio network, network tv commercials, network transcriptions, sustaining radio, library service transcriptions, and various local agreements in major cities.

AFTRA, meanwhile, has served notice on its members not to accept any engagements from the networks if the programs or commercials are to be recorded for use after the termination of the network codes. The intent is to prevent "stockpiling" of programs and commercials, which AFTRA believes could place the networks in a stronger position during negotiations, particularly if a settlement is delayed.

Meanwhile, AFTRA along with four other major unions involved in radio-television pledged last week to present "a united labor front in future dealings with the broadcast industry and in legislation affecting employment" of its members.

This step toward stronger cooperation was adopted by chief officers of AFTRA, the National Assn. of Broadcast Employes & Technicians, International Alliance of Theatrical Stage Employes, the International Brotherhood of Electrical Workers and the Directors Guild of America, all of whom will be negotiating for new contracts with the networks within the next few months.

A report on the meeting was issued by a spokesman for NABET, which was host at the luncheon session on Wednesday (Sept. 21), but he declined to elaborate on details of the extent of cooperation. Reports circulated that the union executives had agreed to keep one another informed during negotiation periods on the progress of talks and concessions that may have been obtained. It is believed that unions could not promise more direct assistance to one another because such action would require approval of rank-and-file membership, and also might violate provisions of the Taft-Hartley Act and the Landrum-Griffin Act.

In attendance at the meeting, according to NABET, were Donald Conaway, executive director of AFTRA; Al Hardy, director of radio-tv for IBEW; Richard Walsh, international president of IATSE; Newman Burnett, executive secretary of the eastern region of DGA and George W. Smith, international president of NABET, and members of the executive council and local presidents of NABET.

The move for labor unity initially was suggested at an AFTRA meeting in Columbus, Ohio, last Spring. At that time, union heads from various broadcast areas agreed to discuss this undertaking with their local officials. It is assumed that other meetings will be held from time to time to explore other areas in which inter-union support can be mustered.

A new rep firm

Sandeberg Gates & Co., a new radio-tv representative firm, has been formed by David H. Sandeberg, who purchased the W.S. Grant Co. a year ago, and J.C. Gates of the rep firm bearing his name.

Prior to acquiring Grant, Mr. Sandeberg was a 13-year partner and Pacific coast manager for Avery-Knodel and for seven years before that was San Francisco manager for McClatchey Broadcasting Co. and Pacific coast manager of Paul H. Raymer Co.

Mr. Gates has been head of J.C. Gates Co. for the past five years. Associated with Mr. Gates is Henry M. Stanley.

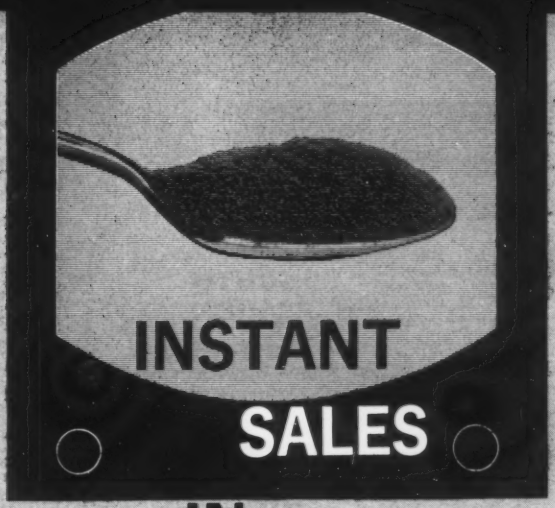
Pacific coast offices of Sandeberg Gates are at 681 Market St., San Francisco. Telephone Exbrook 2-6685. In Hollywood, 5746 Sunset Blvd., telephone Hollywood 2-6989. A new Chicago office has been established at 720 N. Michigan Ave., under the management of William Travis. Telephone Superior 7-7336.

Cleaning up the town

An expose of local crime conditions by WSTV-TV Steubenville, Ohio-Wheeling, W. Va., led to a grand jury appearance Sept. 15 by John J. Laux, vice president and general manager of the Friendly Group station.

In an Aug. 11 telecast, William Consol, former police captain, revealed information that led to a series of raids on disorderly houses and gambling joints. In an interview on the *Tell All* program by newsmen Bob Glenn and Stan Scott, Mr. Consol gave specific addresses and named names.

This led to a Jefferson County (Ohio) grand jury investigation. The jury subpoenaed Mr. Laux and a video tape recording of the telecast. The program had been recorded two days before broadcast.



INSTANT SALES IN SAN DIEGO KFMB-TV SENDS MORE PEOPLE AWAY FROM HOME (TO BUY) THAN ANYTHING!

KFMB 8 TV SAN DIEGO CBS

A TRANSCONTINENT STATION

Represented by Edward Petry & Co., Inc. The Original Station Representative

SEAL OF GOOD PRACTICE

Outstanding Exclusive
Broadcast Properties

Wide coverage, daytime facility in medium-sized market. Outstanding living conditions and climate. Station showing good earnings. 29% down and liberal terms.	SOUTH $150,000
Outstanding fulltime facility in prosperous area. New on the market. $100,000 cash down and balance over six years.	MIDWEST $350,000
Tight 5kw, daytime facility with good potential. Very economical operation. Low down payment and liberal terms.	MIDWEST $70,000

BLACKBURN *& Company, Inc.*
RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

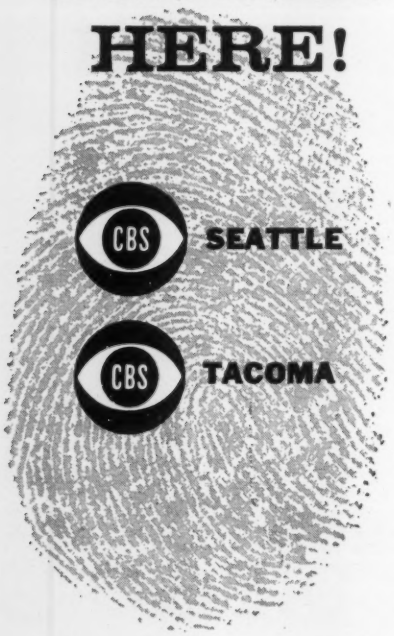
WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST
H. W. Cassill
William B. Ryan
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
Healey Building
JAckson 5-1576

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

PUT YOUR FINGER HERE!



HERE'S A MARKET BIGGER THAN INDIANAPOLIS, ST. PAUL, AND COLUMBUS COMBINED

The market served by KTNT-TV in the Puget Sound area is larger than the combined populations of Indianapolis, St. Paul and Columbus. So it's apparent here's a market not to be ignored. And the station with wide listener acceptance in this rich area is KTNT-TV, a CBS affiliate. Learn from your WEED TELEVISION man the full details about this lively station ... talk with him before you buy another dollar's worth of time in the Pacific Northwest!

KTNT TV CBS
CHANNEL 11
CBS Television for Seattle, Tacoma and the Puget Sound Area

Changing hands

ANNOUNCED ■ *The following sales of station interests were announced last week subject to FCC approval:*

■ WBIR-AM-FM-TV Knoxville, Tenn.: Sold by Taft Broadcasting Co. to WMRC Inc. for $3¼ million. WMRC Inc. owns WFBC-AM-FM-TV Greenville, S.C., and is 48.8% owned the *Greenville News* and *Piedmont*, 9% by Robert A. Jolley and family and others. The News-Piedmont Co. also owns the *Asheville* [N.C.] *Citizen-Times* (WWNC Asheville). Taft Broadcasting Co. one year ago paid $2.1 million for a 70% interest in the WBIR stations; it owned the other 30% perviously. Hulburt Taft, president of the company of the same name, stated that acquisition of broadcast properties in larger markets was contemplated. Taft stations are WKRC-AM-FM-TV Cincinnati; WTVN-AM-FM-TV Columbus, Ohio; WBRC-AM-FM-TV Birmingham, Ala., and WKYT (TV) Lexington, Ky. WBIR is 250 w on 1240 kc with ABC affiliation; WBIR-FM operates on 93.3 mc with 3.3 kw. WBIR-TV, which began operating in 1956, operates on ch. 10 with CBS affiliation. Broker was Blackburn & Co.

■ WWVA-AM-FM Wheeling, W. Va.: Sold by Storer Broadcasting Co. to group headed by Ira Herbert for $1.3 million. Sale is contingent on FCC approval of Storer's purchase of WINS New York for $10 million (BROADCASTING, August 1). Associated with Mr. Herbert, former New York broadcaster (WNEW), are his wife, Bernice Judis (onetime manager of WNEW), and New York advertising agency executives Emil Mogul and Milton Biow. The Herbert group received FCC approval only two weeks ago to purchase WAKE Atlanta, Ga., and WYDE Birmingham, Ala. (BROADCASTING, Sept. 19). Storer's sale of WWVA was necessitated by FCC regulations which prohibit any one company from owning more than seven am radio stations. Storer owns radio and tv in Detroit, Cleveland and Toledo, tv in Atlanta and Milwaukee and radio stations in Miami, Philadelphia, Los Angeles in addition to Wheeling. WWVA is 50 kw on 1170 kc and is affiliated with CBS. WWVA-FM operates on 98.7 mc with 7.4 kw. Transaction was handled by Edwin Tornberg & Co.

■ KOWB Laramie, Wyo.: 80% interest sold by John Hunter to minority stockholder Charles Bell for $70,000. This gives Mr. Bell 100% interest. Included with the sale was a cp for 250 w on 1340 kc in Wheatland, Wyo. KOWB operates on 1290 kc with 5 kw day and 1 kw night. Sale negotiated by Edwin Tornberg & Co.

■ KROY Sacramento, Calif.: Sold

by John T. Carey to Lincoln Dellar for $427,500. Mr. Dellar is the former owner of KXOA Sacramento and of KCCC-TV there. He is a broadcast consultant in Santa Barbara, Calif., and he and his wife own 75% of KACY Port Hueneme, Calif. KROY operates on 1240 kc with 250 w, and is affiliated with CBS. KROY-FM is 18.2 kw on 102.5 mc.

■ KWIP Merced, Calif.: Sold by Maxwell Hurst and associates to Yosemite Broadcasters for $170,000. Principal owner of Yosemite is Ellsworth Peck, former co-owner of KNGS Hansford and of KGYW (now KNBA) Vallejo, both California. Minority stockholders are Jerry Pero, sales manager of KHSL-TV Chico, Calif., and Brian Loughran, sales manager of KHSL, same city. KWIP is 500 w daytime on 1580 kc.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page 98*).

■ KODY North Platte, Neb.: Sold by KODY Broadcasting Co. to North Platte Broadcasting Co. for $200,000 and agreement not to compete within 75 miles for five years. North Platte Broadcasting is owned by multiple broadcaster Stuart Investment Co. (KFOR Lincoln, KRGI Grand Island, both Nebraska; KMNS Sioux City, Iowa, and KSAL Salina, Kan.).

■ WMMW Meriden, Conn.: Sold by Silver Crystal Co. to Meriden Radio Inc. for $110,000. Meriden Radio is headed by Ralph N. Weill, and includes Arnold Hartley and Edward Connoly. Same group owns KATZ St. Louis and is buying KCOR San Antonio, Tex. Messrs. Weil and Hartley are former New York broadcasters. Commissioners Robert T. Bartley and Robert E. Lee dissented.

■ WRNY Rome, N.Y.: Sold by WRNY Inc. to Alert Radio Inc. for $90,000 which includes $20,000 for agreement not to compete in radio or tv within 50 mile radius of Rome or Utica, N.Y., for five years. Alert Radio Inc. is headed by Herbert Mendelsohn and includes Edward McMullen, Ernest Field and Louis Beck, all equal owners. Messrs. Mendelsohn and McMullen are employes of WINS New York.

New management firm

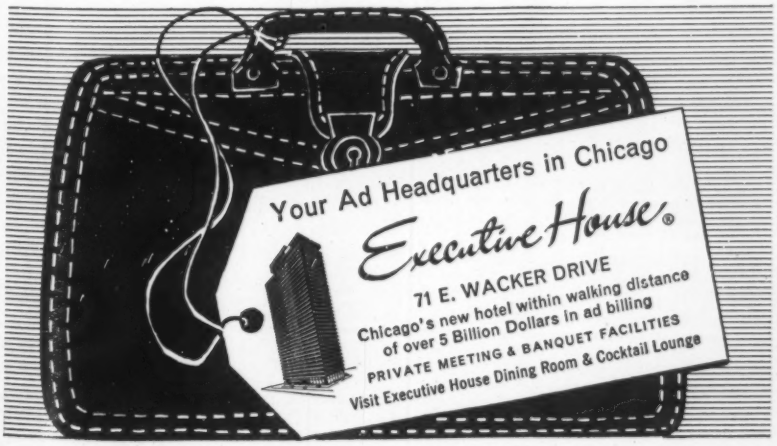
Key Broadcast Management Inc., a new management counselling firm, has opened offices at 565 Fifth Ave., New York. KBM offers advisory services to broadcasters on all phases of management, sales, sales and audience promotion, merchandising, program development, accounting and organizational structure.

Ralph N. Weil is president of the organization; Arnold Hartley was elected executive vice president and secretary and Edward Connolly is treasurer. Messrs. Weil and Hartley have been active in broadcasting since the early '30s. They sold WOV New York (now WADO) in August 1959. They and a stockholder group acquired KATZ St. Louis last March and their purchases of KCOR San Antonio, Tex., and WMMW Meridian, Conn., pend FCC approval.

Mutual adds 12

Twelve radio stations have joined Mutual in the past three weeks, Charles W. Godwin, MBS stations vice president announced. New affiliates include five stations belonging to Robert E. Ingstad (KEYJ Jamestown, N.D., 1440 kc; KOVC Valley City, N.D., 1490 kc; KEYD Oakes, N.D., 1220 kc; KEYL Long Prairie, Minn., 1440 kc; KBMW Breckenbridge, Minn., 1450 kc.)

Other additions to the Mutual list are KMEO Omaha, 660 kc; KWNT Davenport, Iowa, 1580 kc; WOMP Bellaire, Ohio, 1290 kc; WGSA Ephrata, Pa., 1310 kc; WKTL Sheboygan, Wis., 950 kc; WTIV Titusville, Pa., 1290 kc and WCMC Wildwood, N.J., 1230 kc.


Your Ad Headquarters in Chicago
Executive House®
71 E. WACKER DRIVE
Chicago's new hotel within walking distance of over 5 Billion Dollars in ad billing
PRIVATE MEETING & BANQUET FACILITIES
Visit Executive House Dining Room & Cocktail Lounge

STATIONS FOR SALE

EASTERN

TV-VHF STATION IN SOUTH — affiliated with top network. Plant investment approximately three quarters of a million dollars. Current cash throw-off over $300,000.00 annually. National and local sales growing. Total price $2,200,000.00 with terms. On right kind of deal will entertain exchange of stock for listed stock. Hamilton-Landis & Associates, Inc. handling this property exclusively, but are limited in our negotiations to qualified buyers *only*. Sellers will arrange to meet with authorized officers of other companies interested in discussing exchange of stock transaction.

WASHINGTON, D.C.
1737 DE SALES ST., N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

MIDWEST

Daytime station in city of over 30,000 grossing $7,000-$8,000 monthly can be purchased for $90,000 all cash. Valuable real estate goes with deal.

Fulltimer grossing around $90,000 is available for $115,000 with $30,000 down payment.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

SOUTHWEST

WEST TEXAS DAYTIMER— $90,000.00, $30,000.00 down, liberal terms on balance. Single station market, billing better than $60,000.00 per year. Owner-manager can net $2,500 per month with this one.

DALLAS
1511 BRYAN ST.
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS

WEST

Major market West Coast radio station grossing well over $15,000 monthly and making money. Capable of doing much better under new, adequately-financed ownership. Total price $350,000 cash.

SAN FRANCISCO
111 SUTTER ST.
EXBROOK 2-5671
JOHN F. HARDESTY

HAMILTON-LANDIS & ASSOC., INC.
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

You bet! Daytime, KMOX-TV's share of St. Louis women viewers is a mighty 50.4%... 57% more than the second station, 190% more than the third according to Nielsen.

What strength... all down the line!

And ARB confirms KMOX-TV's leadership. But there's more...

The Early Show and Late Show on KMOX-TV are St. Louis' two top-rated multi-weekly film shows. Each one averages a 10.5 Nielsen; each reaches 91% more homes than the nearest multi-weekly movie competitor!

Programming in depth does it. KMOX-TV's film library includes hits from MGM, Paramount, Warner Brothers, Columbia. And that's not all.

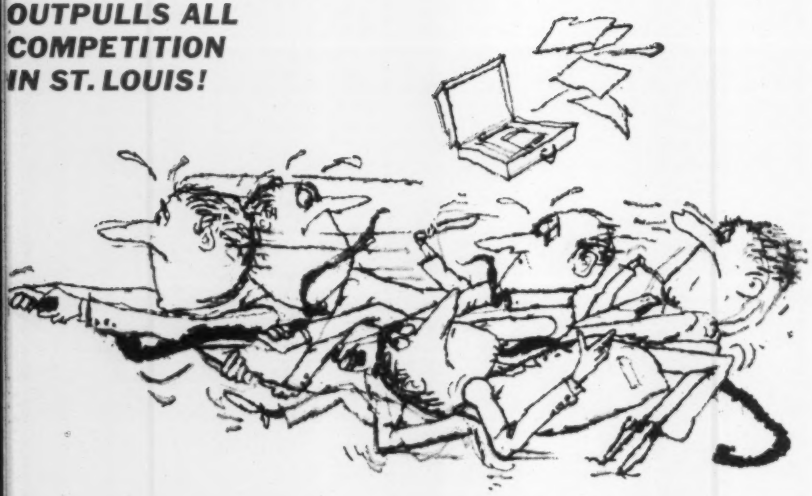
There's KMOX-TV's nighttime leadership. Channel 4 nighttime station breaks (6:30 to 10:30, Sunday through Saturday) average a 23.2 Nielsen rating!

KMOX-TV delivers almost 5 times as many nighttime station breaks with a 25-plus rating as the 3 other St. Louis stations combined.

CBS Owned KMOX-TV has strength everywhere: an over-all 40% Nielsen share of audience... vs. 31% for the second station, 23% for the third and only 6% for the fourth station.

In sho

KMOX-TV
OUTPULLS ALL
COMPETITION
IN ST. LOUIS!



Source: Nielsen six-month average (Jan.-June '60)

CBS' NEW PLANS
Prominent on agenda of N.Y. radio meet

A total of 132 CBS Radio affiliates, representing more than 80% of the network's rate card, had registered by last Wednesday for the annual affiliates convention, one week before the two-day convention gets underway.

John S. Hayes of WTOP Washington, chairman of the CBS Radio Affiliates Assn.'s board of directors, and network President Arthur Hull Hayes noted that registrations were running ahead of last year's pace and said the step-up reflected affiliates' "intense interest" in the changes that have been proposed in CBS Radio's programming format. The 132 stations already registered for this year's meeting were compared to 118 which had signed up for last year's convention a week ahead of time.

Under the programming changes, to be passed upon at the convention opening in New York Wednesday (Sept. 28), daytime serials would be eliminated, other drama programming would be curtailed, and emphasis would be put on an expanded news schedule plus the personality programming currently carried by the network (BROADCASTING, Aug. 22 *et seq*).

The changes were first proposed by the affiliates board's executive committee, then approved by the board and by network officials. President Hayes said he was "tremendously pleased" by both "the large number of early registrants and by the unsolicited opinions

Editorializing plea

Member stations of the Florida Assn. of Broadcasters will be urged by the association to editorialize on a regular basis, according to Lee Ruwitch, WTVJ (TV) Miami, president of FAB. The decision to encourage editorializing was reached at a Sept. 17 meeting of the FAB board held in Orlando. Members will receive an editorializing kit containing sample radio and tv editorials to be used as guides.

The board received a letter of commendation from Gordon Dunn, chief forecaster of the Miami Weather Bureau, on the "wonderful work done by the Florida Defense Network (BROADCASTING, Sept. 19) in keeping people informed as to whereabouts and progress of Hurricane Donna." Next FAB board meeting will be held the week of Jan. 20, again in Orlando.

that have offered on the proposed modifications" in programming. He said network executives "look forward to a meaningful meeting with our affiliates."

The 132 early registrants represented 66% of CBS Radio's 200 continental U.S. affiliates.

The convention will be held at New York's Waldorf-Astoria, with registration starting at 8 a.m. Wednesday and the call to order at 10 a.m. by Jay Wright of KSL Salt Lake City, convention committee chairman, and affiliates Chairman Hayes. The Wednesday morning session will be devoted primarily to a presentation of the new program plans by Mr. Hayes. The afternoon will be spent in a closed meeting for affiliates only, unattended by network representatives.

CBS officials will be on hand to answer affiliates' questions at the start of Thursday's 10 a.m. session, which also is slated to include a report on "The Washington Scene" by CBS Inc. Vice President Richard Salant. Wind-up highlight will be a luncheon address by Dr. Frank Stanton, CBS president.

Arthur Godfrey, Rosemary Clooney and Mitch Miller are among the entertainers slated for the annual banquet, to be held Wednesday evening.

MORE BLACK INK AT NBC RADIO

New sales extend profit forecast into '61

NBC Radio announced last week that it was assured of continuing to operate at a profit through the first quarter of 1961, as a result of $1.25 million in net time sales in the last three weeks.

"This assures NBC Radio affiliates of a substantially higher level of compensation during the first quarter of 1961 than was paid them in the first quarter of this year," William K. McDaniel, vice president in charge of NBC Radio, said in announcing the profits outlook.

His announcement and reference to more compensation for the NBC Radio affiliates—including the assertion that "we have given them full compensation for every minute of network time they have carried"—came just a few days before the annual convention of CBS Radio affiliates (story, page 54)—who get no cash compensation for regular network programming but are paid instead in free programs to sell locally. Compensation paid to affiliates by NBC Radio last year reportedly came to $2 million.

NBC Radio had announced earlier that advance sales had put it in the black for the full year 1960, the first profitable year for the network since the early 1950's (BROADCASTING, June 20).

"We're in the black, revenue is up for us and the stations, ratings have doubled in less than a year and advertiser acceptance is at its highest point in the last eight years," Mr. McDaniel said last week. He attributed NBC Radio's current position to several factors, starting with "a four-year period of serious study, research, trial and error and planning with our affiliates" that culminated in the decision, effective last January, to cut out entertainment programming and concentrate on news, public affairs, special events and the weekend *Monitor* service.

The Techniques Used ■ "We have tried to give the stations what they can't do as well locally as we can—international news when and as it happens . . . *Monitor, Emphasis,* sports, special events and, in general, a good network service around which to develop their local programming personality." He said NBC Radio had programmed name stars "in the way we and the affiliates think they should be programmed in the present-day pattern of network radio, short segments in such shows as *Monitor.* This was an apparent, though unstated, allusion to CBS Radio's format of presenting name stars in a morning block across the board.

Mr. McDaniel said the $1.25 million in time sales during the last three weeks included orders from L&M cigarettes (through Dancer-Fitzgerald-Sample), Chesterfield cigarettes (McCann-Erickson), American Motors (Geyer, Morey, Madden & Ballard) and Curtis Publications (BBDO).

■ Rep appointments

■ KOMU-TV Columbia, Mo.: Avery-Knodel, New York.

■ KIEM-TV Eureka, Calif.; KOTI-TV Klamath Falls, and KBES-TV Medford, both Ore.: Young Television.

■ WACE Chicopee-Springfield, Mass.: Everett-McKinney as national rep. Nona Kirby, Boston, continues as regional rep.

■ WPGC Morningside, Md. (Washington, D.C.): Bob Dore Assoc., N.Y.

■ KAMP El Centro, Calif.: Torbet, Allen & Crane.

■ WHAY New Britain-Hartford, Conn.: New England Spot Sales as regional representative. Forjoe & Co., N.Y., as national rep.

■ WJAB Portland, Me.: New England Spot Sales as regional representative.

S

Sa·pi·ent

(sā´ pi·ĕnt) *adj.*

1. wise; sage; discerning
2. *e.g.* time buyers, account executives and advertisers who acknowledge **wmca**'s superiority as a sales medium.

the straus broadcasting group

wmca NEW YORK AM Radio Sales

wbny BUFFALO ■ Jack Masla & Co., Inc.

rpi RADIO PRESS INTERNATIONAL

Can you read lips? ■ The name of the new NAB president, whose selection may come out of an NAB presidential committee meeting this week, may be poised on the lips of C. Howard Lane, KOIN-TV Portland, Ore., committee chairman (left).

A closed meeting of the selection group was held Sept. 22 at the Statler Hilton Hotel, Washington. Another secret session may be held today (Sept. 26), somewhere in New York.

The committee has combed a long list of names of prominent figures in American life, narrowing the prospects down to no more than two or three. This week is likely to bring swift action, perhaps even the signing of a presidential contract with approval by the combined NAB Radio and Tv Boards.

At the Sept. 22 meeting (around table 1 to r): Chairman Lane; Merrill Lindsay, WSOY-AM-FM Decatur, Ill.; William D. Pabst, KTVU (TV) San Francisco (only non-NAB board member); W.D. Rogers, KDUB-TV Lubbock, Tex.; Payson Hall, Meredith Stations; Thomas W. Bostic, KIMA-AM-TV Yakima, Wash.; John S. Hayes, Washington Post stations; Clair R. McCollough, Steinman Stations, who with Mr. Lindsay participated for NAB Policy Committee; John E. Fetzer, Fetzer Stations; Dwight W. Martin, WAFB-TV Baton Rouge, La. Absent was G. Richard Shafto, of the Policy Committee. Mr. McCollough is Policy Committee chairman.

*All good things that exist are the fruits of originality**

* *John Stuart Mill "Liberty"*

In Rochester it's KROC-TV for original programming (80% plus of the viewing audience proves it!)

ROCHESTER AREA RETAIL SALES: $432,413,000

KROC-TV CHANNEL 10 ROCHESTER MINNESOTA

Represented by Venard, Rintoul & McConnell

G. David Gentling, gen'l. mgr.

N B C

'61 NAB convention to have same pattern

General rules covering the 39th annual NAB convention, to be held May 7-11, 1961 in Washington, were drawn up Sept. 19 at a meeting of the NAB Convention Committee. Co-chairmen are Merrill Lindsay, WSOY-AM-FM Decatur, Ill., and Dwight W. Martin, WAFB-TV Baton Rouge, La.

Programming again will be directed to top ownership and management. As in the last two conventions, attendance is open to all active and associate members and to anyone not eligible for membership. However specified radio and tv ownership-management sessions will be open only to accredited station and network delegates.

Committee members besides the co-chairmen are Campbell Arnoux, WTAR-TV Norfolk, Va.; Thomas C. Bostic, KIMA-AM-TV Yakima, Wash.; Henry B. Clay, KTHV (TV) Little Rock, Ark.; Robert T. Mason, WMRN Marion, Ohio; C. Wrede Petersmeyer, Corinthian Broadcasting Co.; Odin S. Ramsland, KDAL Duluth, Minn.; W.D. Rogers, KDUB-TV Lubbock, Tex.; Jack S. Younts, WEEB Southern Pines, N.C. All attended last week's meeting except Mr. Mason.

many happy returns...

You can never tell where you'll run into new business. Sometimes it's even at a child's birthday party.

One of our HR&P salesmen noticed that his son's 11-year-old guests all wanted to play with the same new toy. And consumer reaction *is* consumer reaction at any age.

So he arranged to see the toy maker's advertising manager (who hadn't given television much thought), and suggested that spot TV was just the medium for demonstrating this toy to the right age group in the very markets he wanted to cover.

In the next few months, more than 50 stations will carry this new business. The list includes all but one HR&P station (no distribution in its area). We hope it included *your* market, too.

IF SO, this will be because the HR&P staff is big enough – and the stations it sells are few enough – to let each man operate creatively in the best interests of the whole spot TV industry. This same creative imagination carries over into daily sales and service for HR&P-represented stations – which, of course, are our first and prime responsibility.

There are TWO ways to be creative in this business. And – since we represent no competing media – we can uniquely afford to practice them both.

Bob Lamkin
New York office

HARRINGTON, RIGHTER & PARSONS, INC.

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VICTUALS
&
VIANDS

Here's food for thought: in three short years food and grocery advertising has increased 334% on WPAT! There's no doubt about it, we're the very broth of a radio station . . . the favorite of butchers, bakers, greengrocers and gourmets in 31 counties throughout New York, New Jersey, Pennsylvania and Connecticut . . . an area where more than 17,000,000 people live, work and buy in more than 5,000,000 radio homes. The proof is in the pudding, but WPAT's power to move products off counters and into cupboards is best illustrated by this list of the people who make and market America's leading victuals and viands: *A&P, Arnold Bakers, The Borden Company, Breyer's Ice Cream, California Asparagus Growers Association, Campbell Soup Company, Chock Full O' Nuts, Continental Baking Company, Country Club Ice Cream, Dannon Yogurt, Dorann Foods, Inc., Eskimo Pie Corporation, Foremost Dairies, Good Humor Corporation, A. Goodman & Sons, Gordon Baking Company, Grand Union, Gravymaster Company, Louis Sherry Company, N. B. C. Bread Company, Nestle Company, River Brand Rice Mills, Romanoff Caviar Company, Safeway Stores, Sara Lee Products, Schrafft's (Frank G. Shattuck Company,) Standard Brands, Inc., Tea Council of the U. S. A., Tetley Tea Company, Wheatena Company, White Rose Tea.* During the first six months of 1960, all of them advertised on WPAT, the station where radio gourmets gather . . . the station with the taste of success.

WPAT
&
WPAT-FM

WARNER BROS. TRIP THEIR TOES

Triangle trys to stop post-'48 sales in markets covered by its stations

Another stumbling block in the selling of the post-'48 Warner Bros. feature films to tv appeared last week when Triangle Stations filed suit in New York Supreme Court to halt sales of the films in markets covered by its tv outlets.

A hearing Wednesday (Sept. 21) on Triangle's application for an injunction was adjourned until last Friday (Sept. 23) to give Seven Arts an opportunity to reply to the complaint. Seven Arts agreed not to license the features in the Triangle markets until after the adjourned hearing is held.

This suit follows an earlier action by the American Federation of Musicians, whose petition to block the sale of the Warner features was rejected by a U.S. District Court ruling in New York (BROADCASTING, Sept. 12). Triangle's complaint asserts that in 1957, when the company bought approximately 50 pre-'48 Warner features from Associated Artists Productions, an option was secured from AAP for exclusive market rights to all post-'48 Warner products at $4,000 per feature, subject to certain stated escalation.

The suit seeks to restrain AAP, its successors, P.R.M. and the Seven Arts Associated Corp., which is now marketing the films. Triangle contends that Seven Arts was established to "evade the Triangle option and that, in effect, it took over the operation of Triangle's original licensor and that the principal in both companies is Eliot Hyman." The complaint points out that Seven Arts Associated Corp's offer of these films at "a substantially higher price" ($15,000 per feature, plus 15% for color rights) violates the option agreement with the Triangle Stations.

Stations belonging to the Triangle group are WFIL-TV Philadelphia, WNHC-TV New Haven, KFRE-TV Fresno, WNBF-TV Binghamton, N.Y.; WLYH-TV Lebanon, Pa.; and WFBG-TV Altoona-Johnstown, Pa.

The Triangle suit was launched as Seven Arts was in the midst of a sales campaign for 122 post-'50 Warner Features (BROADCASTING, Sept. 19).

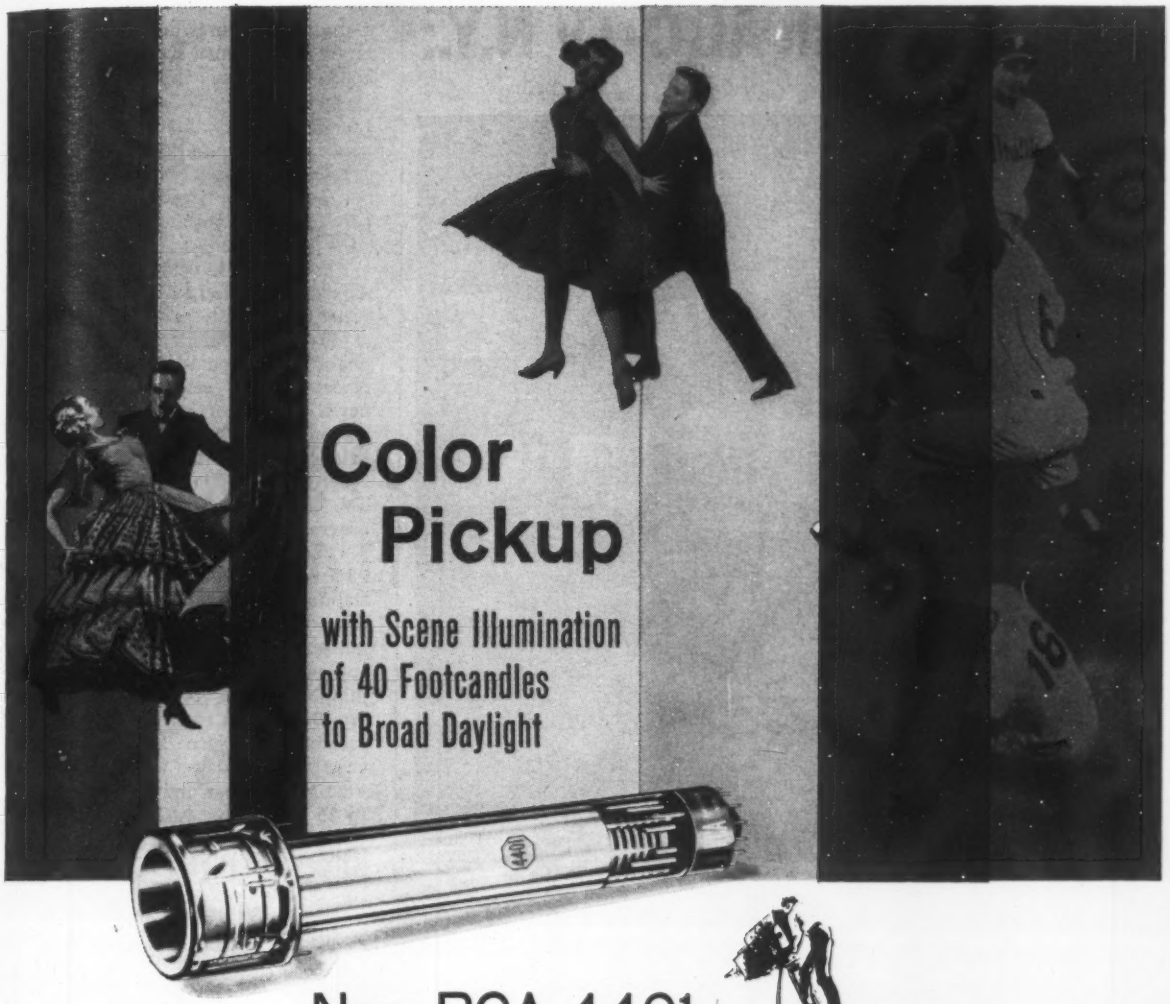
There's a balance in radio-tv news

A survey by the Associated Press Radio & Television Assn. reveals that "the great majority of radio-tv stations give equal prominence to national and regional-local news."

The full APRTA report, along with

What's at stake

These are pictures in Warner's big package: "About Face" (1952) with Gordon MacRae; "As Long As You're Near Me" (1956) Maria Schell; "Backfire" (1950); "Beast From 20,000 Fathoms" (1953); "Big Trees" (1952); "Break Through" (1950); "Blood Alley" (1955) John Wayne, Lauren Bacall and Anita Ekberg; "Caged" (1950); "Carson City" (1952); "Come Fill the Cup" (1951) James Cagney, "Crimson Pirate" (1952) Burt Lancaster, Eva Bartok; "Dam Busters" (1955) Richard Todd; "Damned Don't Cry" (1950); "Eddie Cantor Story" (1954) Keefe Brasselle; "Flame and the Arrow" (1950); "Fort Worth" (1951); "High and the Mighty" (1954) John Wayne, Robert Stack; "Hondo" (1954), John Wayne, Geraldine Page; "Island in the Sky" (1953) John Wayne, Lloyd Nolan; "Land of the Pharaohs" (1955). "Lullabye of Broadway" (1951), Doris Day; "Montana" (1950), Errol Flynn, "Painting the Clouds with Sunshine" (1951); "Plunder in the Sun" (1953); "Rebel Without a Cause" (1955), James Dean; "Prince and the Show Girl" (1957), Marilyn Monroe and Laurence Olivier; "Riding Shot Gun" (1954), Randolph Scott; "Ring of Fear" (1955); "Searchers" (1956), John Wayne; "Sincerely Yours" (1955), Liberace; "Springfield Rifle" (1952), Gary Cooper; "So This is Love" (1953); "Star is Born" (1955), Judy Garland and James Mason; "Starlift" (1951), Doris Day; "Strangers on a Train" (1951), Farley Granger and Robert Walker; "Tea for Two" (1950), Doris Day; "Three Girls and a Sailor" (1953), Jane Powell; "Tomorrow is Another Day" (1951); "Track of the Cat" (1954), Robert Mitchum; "Winning Teams" (1952).



New RCA-4401 Image Orthicon

High sensitivity and high signal output of RCA-4401 make possible quality color pictures at black-and-white light levels.

Now every TV studio can be made into a color studio. RCA-4401 eliminates the need for extra lighting and air conditioning. It produces high-quality color pictures with a scene illumination of 150 footcandles. Satisfactory color pictures can be obtained with a lens opening of f/5.6 at scene illumination as low as 40 footcandles.

A single color camera equipped with RCA-4401's can put you in business. It can be used in the studio or taken to remote locations and operated as light levels change from daylight through dusk to artificial lighting. These versatile tubes have been successfully used to colorcast night sports events at light levels once adequate for black-and-white pickup only.

Designed to fit color cameras using 3-inch image orthicons, the 4401 is unilaterally interchangeable with RCA types 6474 or 7513. RCA-4401's are provided in factory-matched sets of three, including one tube preselected for the blue channel. Availability is no problem; the RCA-4401 is in full production.

Get in touch with your RCA Broadcast Tube Distributor today for more details on how RCA-4401 can broaden your colorcasting capability—and cut costs at the same time. *RCA Electron Tube Division, Harrison, N. J.*

RCA

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In service with ABC-TV N.Y.:

The CONRAC CM Series video monitor

Recognizing monitor performance as one of the most important factors in any TV control operation, ABC-TV New York specified the CM series Conrac video monitor exclusively for their well known facility "Studio TV 1." Why Conrac? Because only Conrac delivers what everyone else talks about: consistent, dependable quality. Conrac quality means reliability that you can always count on; video response and operating characteristics that set the pace for the entire field.

Every Conrac monitor from 8″ through 27″, BROADCAST and UTILITY, *includes these important features:*

- ★ Video response flat to 10 megacycles
- ★ DC restorer with "In-Out" switch
- ★ Provision for operation from external sync – with selector switch
- ★ Video line terminating resistor and switch

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a study of features and sports, will be given to the annual meeting of APRTA board of directors in New York today (Sept. 23) by F.O. Carver, WSJS Winston-Salem, N.C., chairman of the joint wire study committee. Also on the agenda is the election of officers for the association. Daniel W. Kops of WAVZ New Haven is the present APRTA president.

The survey indicates that 65% of AP member stations responding give equal play to national news and regional-local news; 31% place "greater emphasis" on regional-local items and 4% place primary emphasis on national news. A total of 823 radio and 85 tv stations of AP's 2,042 broadcast members responded to the questionnaire, according to William G. Garry, WBBM-TV Chicago, chairman of APRTA's general news subcommittee.

Other data culled from the survey: 28% of the radio and 29% of the tv stations reported their daily scheduling does not include a single 15-minute newscast; on Sunday, the number of stations with no 15-minute newscasts jumped to 42% for radio and 51% for tv; 49% of the radio stations said they scheduled between 11 and 20 newscasts on weekdays, while 19% scheduled 10 or fewer and 14% reported 21 to 25 daily newscasts.

ON THE AIR

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

Sept. 26-30, Oct. 3-5 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

Sept. 26-30, Oct. 3-5 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

Sept. 26-30, Oct. 3-5 (10:30-11 a.m.) **Play Your Hunch,** part.

Sept. 26-30, Oct. 3-5 (11-11:30 a.m.) **The Price Is Right,** part.

Sept. 26-30, Oct. 3-5 (12:30-1 p.m.) **It Could Be You,** part.

Sept. 26-30, Oct. 3-5 (2-2:30 p.m.) **The Jan Murray Show,** part.

Sept. 26-29, Oct. 3-5 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

Sept. 28 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

Sept. 28 (10-11 p.m.) **Astaire Time,** Chrysler through Leo Burnett.

Sept. 29 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

Sept. 30 (9-10 p.m.) **The Bell Telephone Hour,** AT&T through Edward H. Weiss.

Oct. 1 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Oct. 1 (10:30-11 a.m.) **Ruff and Reddy Show,** Borden through Benton & Bowles.

Oct. 1 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Oct. 2 (6-6:30 p.m.) **Meet the Press,** sust.

Oct. 2 (7-8 p.m.) **The Shirley Temple Show,** RCA through J. Walter Thompson and Beechnut through Young & Rubicam.

Oct. 2 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.

Oct. 4 (10-11 p.m.) **Rivak, the Barbarian,** sust.

Oct. 5 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Advertisers and agency representatives participating in the WAIT Community Club Awards Campaign.

Radio Station

WAIT

presenting

The World's Most Beautiful Music

and

Some of the clubwomen participating in the WAIT Community Club Awards Campaign.

COMMUNITY CLUB AWARDS

proudly announce the start of the first

Chicago "CCA" Campaign

John C. Gilmore, (left) President, Community Club Awards, and Robert O. Miller, (right) President WAIT, view proclamation issued by Chicago's Mayor Richard J. Daley, declaring September 8th, 1960, "Community Club Awards Day in Chicago."

These 20 National, Regional, and Local advertisers are participating in the Fall, 1960 Community Club Awards Campaign:

American Tobacco Co.
A & P Super Markets
Arrow Petroleum
Borden's Dairy Products
Brownberry Ovens
Calder Van Co.
Coca-Cola
Division Chevrolet
Elam Mills
Frigidaire
Jay's Potato Chips
Kosto Pudding
Leader Cleaners
Liberty Savings & Loan
McDonald's Drive-In
Miller High Life Beer
On-Cor Frozen Foods
Planters Peanut Butter and Oil
Polk Brothers
Sun Oil Co.

W • A • I • T
Chicago, Illinois
820 Kc.—5000 Watts
President—Robert O. Miller
General Manager—Boyd W. Lawlor

Community Club Awards
20 East 46th Street
New York City
President—John C. Gilmore

TV-RADIO NEWSMEN BLANKET UN

Broadcasters go all out to cover big story

The eyes and ears of the world were directed toward the United Nations in New York last week and radio and television in the U.S. and abroad responded with the most extensive coverage of UN proceedings in the 15-year history of the organization.

The presence of such news-making personalities as President Eisenhower, Soviet Premier Nikita Khrushchev, Cuban Premier Fidel Castro and Yugoslav President Tito and others during current tensions added up to "the biggest story" in UN history in terms of repersentation by the various media. A harried UN official exlaimed last Thursday (Sept. 22):

"We have had to process more than 2,000 representatives of the various news media. This is the biggest news contingent we have ever had. Frankly, I don't know where we've put them all." "As far as radio-tv is concerned, this is the largest turnout. We usually have about 150 staffers here, including technical personnel, but this week there are more than 600 radio-tv representatives covering the session."

Roadblocks ■ Hard-worked UN staffers attached to its radio and visual services division were pushed to exhaustion, handling in person and over the telephone the requests of various newsmen, press attaches of foreign governments and radio-tv executives here and abroad. A tight security policy was instituted to check the credentials of newsmen not usually assigned to the UN. A BROADCASTING editor had to be cleared by a member of the New York City Police Dept. Stationed on First Avenue, 100 yards in front of the UN entrance; a guard at the UN gate; a guide assigned to escort him to the accreditation desk; several accreditation employes and the chief of this section.

"We regret all this procedure," a UN radio-tv official said apologetically," but at times like this we can let in only so many people, and we have to be sure they are authorized to be here."

Networks mobilized virtually their entire newscrews to pitch in for help on coverage. A CBS News spokesman said, "Practically everybody here is involved in some way with the story." He noted that last Thursday, when President Eisenhower arrived in New York, CBS News arrranged to set up equipment at five locations in the city (including the Waldorf-Astoria Hotel and the Soviet Embassy), which would permit instantaneous cut-ins.

Full Treatment ■ Cameramen and newsmen had a field day with Premier Khrushchev's arrival on a tug: Premier Castro's hasty departure from a midtown hotel to one in Harlem; the Khrushchev-Castro tete-a-tete and Mr. K's various interviews, including the balcony scenes. But the more formal story at the UN was not neglected. Radio-Tv networks gave full treatment to opening day ceremonies, plus the speeches of President Eisenhower, Mr. Khrushchev and President Tito of Yugoslovia: cut in often during broadcasts and telecasts with bulletins, and devoted special programs in the evenings to taped excerpts of developments and commentary by network and outside specialists.

On Wednesday 30 seconds of tv film showing Premier Khrushchev at the UN was sent over the trans-Atlantic cable, described by NBC news as the

Handling of K

The three television networks reported last week that their own policy regarding coverage of Premier Nikita S. Khrushchev coincided with a State Dept. view that would deny Mr. K. a free propaganda platform on tv. The State Dept. had approached tv networks and expressed the hope that Mr. Khrushchev would not be used on tv interview shows and similar programs. The networks' position was that they would cover the Soviet Premier as "legitimate news"—as head of his delegation but would not ask him to appear on interview programs. Robert F. Hurleigh, MBS president, said he had not heard from the State Dept. on the matter, and pointed out that he had invited various communist leaders, including Mr. Khrushchev, to appear on special 25-minute panel-type broadcasts. Mr. Hurleigh said last Wednesday (Sept. 22) that none of these officials had accepted MBS' invitation and added: "The fact that they would have to face unintimidated hard-hitting MBS newsmen has prompted communist leaders not to accept an eight-day-old invitation by Mutual."

Actor blacklist? Writer claims agencies maintain hiring device

The "blacklist" is very much alive in Hollywood today, Rod Serling asserted Tuesday (Sept. 20). Producer of his own filmed series, *Twilight Zone*, which is just starting its second year on CBS-TV, as well as one of television's top writers, Mr. Serling told a meeting of the Los Angeles chapter of the Academy of Television Arts & Sciences that only that day he had been told that two actors he wanted to engage should not be hired "because they are on the agency's blacklist."

The pair was being considered only for small parts, so whether they or others were used made little difference to the program, Mr. Serling said, "but I felt a principle was involved so I went to the network and asked how they could be cleared. The answer I got was that it was the agency's blacklist, not the network's, so they didn't know how they could be cleared."

Mr. Serling admitted that he had no knowledge of why the actors were on the agency blacklist, but "I do know that here are two men who are being denied a chance to make a livelihood because they stood up and said something." In response to a question as to why the academy didn't do something about blacklists, he promised to take the matter up with the national board at its meeting in Phoenix over last weekend and propose that a committee be established to look into the whole matter of blacklists and what might be done about them.

Mr. Serling was careful not to name the actors nor the agency allegedly blacklisting them. Spokesmen at the Hollywood offices of the two agencies involved with this season's *Twilight Zone* (McCann-Erickson for Colgate-Palmolive and Young & Rubicam for General Foods) denied any knowledge of any blacklisting activities whatsoever, on this or any other program.

List Un-American ■ The subject of blacklisting arose during a panel discussion of the question: "Should celebrities be seen and not heard?" Other panel members were Steve Allen, whose activities on behalf of continuing the ban on atom bomb testing and other "liberal" causes have been mentioned as a possible explanation for the termination of his NBC-TV series for Plymouth; Dr. Frank Baxter, U. of Southern California English professor and tv instructor; Sheldon Leonard, producer; Bill Stout, whose outspoken feelings about the execution of Caryl Chessman preceded his transfer from the news staff of KNXT (TV), CBS-owned tv station in Los Angeles, to the

Mr. K. listens . . .

. . . While Ike talks

first direct transmission of cablefilm between New York and London. The film was carried on a BBC program that night. Previously, cablefilm had been transmitted between London and Montreal, but the transmission was made possible by the installation of cablefilm equipment in NBC's New York office.

Indies ■ The historic UN meeting attracted extensive coverage from independent broadcasters, including all the New York area radio-tv stations, such station groups as Storer Broadcasting Co. and Westinghouse Broadcasting Co., and radio news services. Storer sent a four-man team headed by Dr. John Dempsey, news director for WJBK-AM-TV Detroit, which originated feeds for its stations designed to appeal to local interests. For example, segments were fed about Dr. Castro to WGBS Miami, which serves a large Cuban population, and reports about Slavic and Baltic UN delegations were beamed to Storer stations in Detroit, Cleveland and Toledo, where many listeners belong to those ethnic groups. Westinghouse's 11 radio-tv stations were fed directly from the UN by a three-man team, consisting of James L. Snyder, chief of WBC's Washington Bureau; Oscar Rose, WBC's UN correspondent, and Vincent Sheean, author-journalist.

WLIB New York, whose offices are in the Hotel Theresa in Harlem, where the Castro entourage moved following a dispute with the management of a midtown hotel, pledged to cover Mr. Castro on a strict "news only" policy. Harry Novik, WLIB general manager, reported he had received telegrams from stations throughout the country asking for telephone feeds on Mr. Castro. Mr. Novik notified the stations that Mr. Castro's proximity to WLIB's headquarters would not result in special treatment, but any legitimate news emanating from the Cuban premier's quarters would be covered on WLIB and fed to stations requesting it.

The UN's television unit provided kinescopes of UN developments to stations requesting them, both in the U.S. and abroad. CBC arranged for lines to pick up the UN's telecast of events, both in French and English. Eighteen countries throughout the world have ordered the kinescope services, according to a UN radio-tv executive.

UN Radio's coverage has been made available to the Voice of America, the BBC and to services in other countries requesting it.

Capsule summaries of UN developments are broadcast daily by UN Radio via short wave in 36 languages.

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role of reporter-narrator on CBS-TV's daytime series, *The Verdict Is Yours;* and Raymond Burr, who portrays Perry Mason in the CBS-TV series of that title. Del Moore, Los Angeles tv personality, was moderator.

"There are blacklists of many sorts," Dr. Baxter commented. "Maybe some people shouldn't be allowed to be actors. But this should be decided by public hearings. The secrecy of the blacklists is the evil. Any sort of star chamber proceeding, where the accused has no chance to answer his accusers, is wrong." Mr. Allen added, "It's un-American."

The panel members, who unanimously took the word "celebrities" to mean "performers," agreed that as individual citizens they have the right to speak out on any subject. But they also noted that because of their prominence, they should take precautions not needed by ordinary people. "We in television aren't like other entertainers," Mr. Leonard stated. "We are hired to help sell a product and this means undertaking a certain obligation to refrain from doing anything that would hurt he sale of that product."

Mr. Serling pointed out that the public forms an opinion of an actor from his professional work, particularly when the actor portrays the same character in a continuing series, and when the actor as an individual makes a public statement on a debatable issue he can easily destroy that public image. The panel members were in general agreement that in taking a public stand on any issue a performer would be wise to make it clear that he is speaking for himself alone and to dissociate his beliefs from his character, his program, its sponsor and its station or network.

Citing what he called "Baxter's law of transferable authority," Dr. Baxter pointed out that when a person gains prominence in any field of endeavor the public is apt to look on him as an expert in all other fields. "If a man goes over Niagara Falls in a barrel, when he comes out of the water he'll find a reporter waiting there to ask him what he thinks about the farm problem."

Inevitably, Mr. Burr was asked about William Talman, who had played the part of the district attorney on *Perry Mason* until his arrest as a participant in a disorderly party. Expressing the opinion that Mr. Talman had been "completely exonerated by the court," Mr. Burr said that after a flare-up of indignation the first few days after the news of the arrest had been published, the public attitude had changed and "99% of the public would like to see him back on the show." He reported that Mr. Talman had recently done a couple of roles for *Have Gun, Will Travel,* commenting that this didn't look like a CBS blacklist against him.

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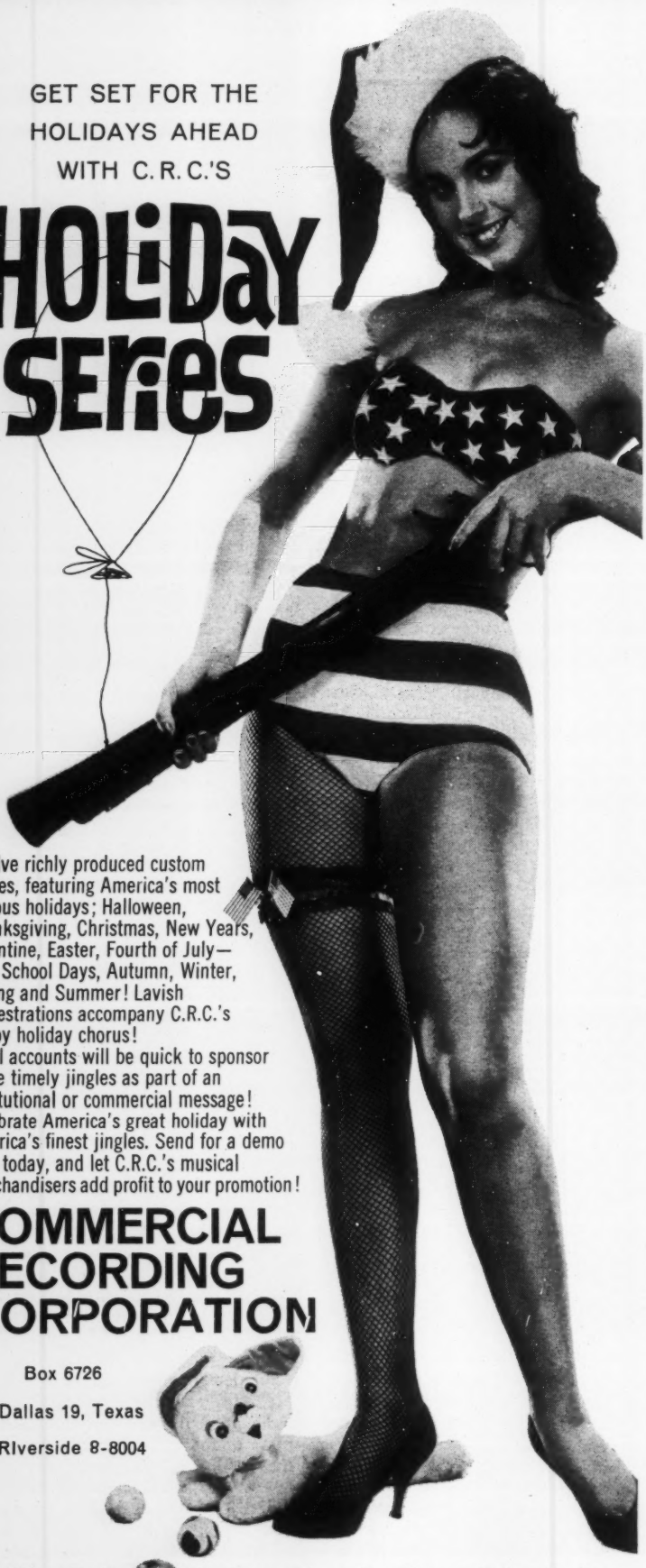

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NTA'S FUTURE
Termed promising in several fields

National Telefilm Assoc., New York, which is awaiting Securities & Exchange Commission approval of its spin-off from National Theatres & Television, is optimistic about the future, pointing to such developments as the growing tape syndication field and the recent FCC ruling reducing on network option time as helpful factors.

NTA called a news conference in New York last Monday (Sept. 19) to discuss the implications of its disassociation from NT&T and the prospects for its future. Ely A. Landau, NTA board chairman and Oliver A. Unger, president, cited the following areas that held out promise for NTA's future—the distribution of tape programs, such as *The Play of The Week, Open End, Bishop Sheen Show* and *Mike Wallace Interviews;* the distribution of filmed programs, which "should be helped" because of the FCC ruling, and the distribution of post-'48 features, of which NTA already has released 61 20th Century-Fox films.

Mr. Unger called NTA's spin-off from NT&T "a practical though not a technical reality," explaining that NTA has been operating as a separate company for seven weeks, although formal disassociation does not become effective until the SEC approves the move. He indicated that "the marriage between NTA and National Theatres" proved unsatisfactory because NT was not prepared to "move as rapidly as we had hoped for in various areas of expansion." He noted, however, that NT&T will be the primary stockholder in NTA, retaining about 32% of the shares outstanding in the tv film company.

Mr. Unger acknowledged that NTA would lose more than $4 million in the fiscal year ending Sept. 30. He attributed this to "paying off a large part of our indebtedness during this past year" and to "a very tight market condition, because of an oversupply

WBAL's advisors

WBAL-AM-FM-TV Baltimore has established a community advisory council consisting of state and city leaders to guide its programming in educational, religious, cultural, civic, and instructional activities. The council will meet several times a year and in the interim will provide the station with a current picture of the community's interest and needs.

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- TV Stations Equipped for Videotape
- History of All TV Station Sales
- AM Station Call Letters
- FM Station Call Letters
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- U.S. Stations Beaming Overseas
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- Canadian Broadcasting Corp. Executives, Staff
- Canadian TV Call Letters
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- TV Code of the N.A.B.
- Radio Code of the N.A.B.
- F.C.C. Rules Regulating Radio and Television
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- Government Agencies

Trade associations, professional groups

- The National Assn. of Broadcasters
- State Associations of Broadcasters
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- The Television Bureau of Advertising (TVB)
- The Radio-TV Galleries of Congress
- Other Associations of Broadcasters
- Associations, Societies in Other Fields

Facts, figures, history of broadcasting

- The ABC's of Radio and Television
- How Stations Have Multiplied Year by Year
- Size and Nature of Radio-TV Audiences
- Radio, TV Receiver Production Volume
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- Foreign Language Programming
- Negro Programming
- Stereophonic Broadcasting, Multiplexing
- Film-Line Ratio on TV
- Bibliography of Reference Books
- Selected Articles of Basic Interest

Market Facts for all U. S. Counties

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 ($000)	Food Sales 1957 ($000)	Drug Sales 1957 ($000)	Passenger Cars 1957
AUTAUGA	6,100	50%	3,000	93.4%	5,800	6,281	1,918	298	4,461
BALDWIN	11,900	77	9,170	96.2	11,300	38,883	9,307	1,161	15,317
			3,000				4,888		

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of films by many stations." But, he added, a sounder credit position and a more favorable market outlook this coming year should improve NTA's business sharply.

Mr. Unger noted that the company's owned station, WNTA-TV New York, is "moving toward the black," and programs developed for initial exposure on the outlet are "doing very well in tape syndication."

RURAL FLAVOR
Country music found to reach 18% of audience

Country and western radio operators are playing to 18.2% of the national audience. Characteristics of a relatively unresearched market were made known last week at a New York presentation by Charles Bernard Co., sales representative of the 50 Country Music Network stations.

Family income of the country-western home bulks at the $3,000-4,999 and $5,000-7,499 levels in the marketing questionnaire designed by Pulse, research firm handling a survey that Mr. Bernard said was the first national one in the field.

But before going on to such refinements as income and brand preferences, Pulse had to decide what makes a country-western home. The problem was met with two lists used in all-family interviews, one asking for program-music preferences, the other a list of singers. A country-western household would pick at least three of these from a list of 12 program types: Country music, gospel music, western music, folk music and hymns. The same family would vote for three of these seven singers from a total list of 14: Jim Reeves, Red Foley, Eddie Arnold, Tennessee Ernie Ford, Gene Autry, Jimmie Rodgers and Roy Rogers. Only a third of the country-western homes like other kinds of programs and singers, Pulse found.

C-W Compass ■ The survey, outlined by Dr. Sydney Roslow, director of Pulse, is based on 11,000 interviews in these 18 markets: Atlanta and Augusta, Ga.; Baltimore, Charlotte, N.C.; Denver, Colo.; Dallas-Fort Worth, Houston; Kansas City; Long Beach-Los Angeles; Memphis, Tenn.; Miami, Fla.; Nashville, Tenn.; Orlando, Fla.; Phoenix, Ariz.; San Bernardino, Calif.; Salt Lake City, Utah; Tucson, Ariz., and Utica-Rome-Remsen, N.Y.

Country-western penetration was found to range from 8.7% of Atlanta radio homes to 55.3% in Nashville.

When they had narrowed the national sample down to 2,000 country-western homes, Dr. Roslow's researchers went on to find out income and brand preferences in cigarettes, beer, coffee, tea and toilet soap. Smoking homes account for 65.4% of the country-western total, with filters edging out non-filters in smoking homes, 1,045 brands to 932. Winston got the top filter vote, 44%, and among non-filters, Pall Mall had 23.3%, Camels 22.6%.

Only 27% serve beer or ale and they choose a wide selection of regional and national brands, ranging downward from 15.4% for Schlitz and 12.3% miscellaneous.

Homes serving regular coffee number 71%, 30.2% of them Maxwell House. Instant coffee users account for 55% of homes and Maxwell House again purveys to 45.5% of these. Tea homes make up 69% of the sample and Lipton is the favorite of 63.1%

The toilet soap vote went 26.8% to Ivory, 19.9% Dial, 17.4% Lux, 14.8% Zest, 13% Camay and the rest split among a dozen brands, more than one in use by many of the homes.

■ Program notes

Strong backing ■ Lilly Endowment Inc. has awarded $174,700 to American U., Washington, D.C., to finance a telecast and films of the university's Bible course for credit on television. American U. will administer the grant in cooperation with the National Capital Area Council of Churches. The course enters its third year with Dr. Edward W. Bauman as teacher. The course is broadcast on WMAL-TV Washington.

Most wanted ■ KOCO-TV Oklahoma City presents a nightly five-minute program giving information about the nation's most wanted criminals. The head of the local division of the Federal Bureau of Investigation opens and closes each show. Viewers are requested to give any information they have on the criminals to the FBI. Response has been better than the bureau had hoped, according to the station.

Commissioned ■ NBC announces that composer Gian Carlo Menotti has accepted a commission to write an opera for possible production by the NBC Opera Co. during the 1961-62 season. Mr. Menotti will write both the music and the libretto of the planned one-hour work. NBC-TV's opera season begins Dec. 25 with the annual production of Mr. Menotti's "Amahl and the Night Visitors."

Station classes ■ A series of Saturday seminars, dealing with the theatre and featuring personalities in the theatrical world, will be presented by the American Academy of Dramatic Arts over WNTA-TV New York (Sat. 11-11:30 a.m.). The discussion show, will have as guests Howard Lindsay and Thelma Ritter, among others.

Long life ■ *Ted Mack and the Original Amateur Hour*, a network tv series since January 1948, returns next Sunday (Oct. 2) to CBS-TV (5-5:30 p.m. EDT). The program has been on ABC-TV this summer. CBS-TV's sponsor for the show will be J.B. Williams Co., via Parkson Adv. Agency Inc., New York.

The old vs. the new

The 1960-61 season's new television shows were lagging behind the oldtimers in the first national ratings available last week.

American Research Bureau's overnight national service, which went into operation Sunday, Sept. 18, showed that of eight shows on the air during the first half of the week only NBC's *Shirley Temple* and *Barbara Stanwyck Theatre* were ahead of their competition all the way. *Stanwyck*, with a 27.3, led the new entries.

National Velvet, *Tab Hunter Show*, Milton Berle's *Jackpot Bowling* and *Great Mysteries* on NBC, and *Pete & Gladys* on CBS-TV, all fell behind one or both of the network programs opposing them. NBC's hour-long *Thriller* ranked ahead of its opposition for the full hour, but was edged out by ABC's *Rifleman* for the first half-hour. Following are the Arbitron ratings for the new shows (shown in boldface) insofar as ratings were available last Thursday, together with those of competing programs (shown in light face):

	ABC		CBS		NBC	
Sun. 7-7:30	Broken Arrow	8.1	Lassie	15.1	**Shirley Temple**	16.6
Sun. 7:30-8	Maverick	18.0	Dennis the Menace	11.9	**Shirley Temple**	18.4
Sun. 8-8:30	Maverick	24.7	Ed Sullivan	19.2	**National Velvet**	14.1
Sun. 8:30-9	Lawman	18.1	Ed Sullivan	24.2	**Tab Hunter**	22.0
Mon. 7:30-8	Cheyenne	24.0	**Pete & Gladys**	15.1	Riverboat	14.8
Mon. 10-10:30	Adv. in Paradise	17.0	Comedy Showcase	12.5	**Barbara Stanwyck**	27.3
			Presidential		**Jackpot Bowling**	19.0
Mon. 10:30-11	Amateur Hour	11.3	Countdown	20.4		
Tue. 9-9:30	Rifleman	22.2	UN Special	12.7	**Thriller**	19.8
Tue. 9:30-10	Colt-45	10.4	Comedy Spot	11.5	**Thriller**	22.2
Tue. 10-10:30	Alcoa Presents	17.0	Diagnosis Unknown	17.1	**Great Mysteries**	15.7
Tue. 10:30-11	. . . . .		Diagnosis Unknown	17.4	**Great Mysteries**	15.4

NEW POOP ON PLUGS AND FREEBIES

FCC revokes March ruling, refers broadcasters to new law

The FCC last week rescinded its March 16 interpretation of sponsor identification rules which had caused more confusion among broadcasters than any other commission action of 1960.

In withdrawing its March 16 statement, the commission said it was writing new regulations to correspond with legislation that President Eisenhower signed Sept. 13 (BROADCASTING, Sept. 19). Until its new rules are issued, the FCC said, broadcasters may be guided by the new legislation itself and by an interpretation issued by the House Commerce Committee. (For text of the law and the House interpretation, see below.)

In its March 16 interpretation the commission jolted broadcasters with an opinion that the use of free records, free services or other things of value were in violation of the Communications Act unless the donors were identified on the air. The interpretation—which was considered a get-tough reaction to the payola investigation in the House—was the dominant issue during the NAB convention the next month when broadcasters quizzed members of the FCC during a special question-answer session and, on many points, got varying answers from different commissioners.

Subsequently, the FCC issued a notice of inquiry intended to settle the bewilderment its March 16 statement had caused. Last week the FCC announced it was withdrawing its notice of inquiry and closing the case (Docket 13454).

In its statement last week the commission said that its existing rules that are inconsistent with the new provisions of the Communications Act will be considered to be superseded.

"The commission is undertaking a thorough review of the question of sponsorship identification of the broadcast material," the FCC said last week, "and as soon as possible will proceed with appropriate steps including initiation of rule making, for purposes of affording the maximum possible guidance to the industry."

The amendments to the Communication Act that the President signed two weeks ago make a number of changes in the procedural provisions as well as in sections governing sponsor identification. They also introduce new provisions controlling deceptive broadcasts, the consequence of television quiz show investigations of last winter. They are all embraced in Public Law 86-752.

The text of the procedural amendments appears in FOR THE RECORD beginning on page 98.

The Law ■ Here is the text of those provisions relating to sponsor identification and deceptions:

Provisions Requiring Announcements and Disclosure of Certain Payments with Respect to Matter Broadcast

"Sec. 8. (a) Section 317 of the Communications Act of 1934 (47 U.S.C. 317) is amended to read as follows:

'Announcement with Respect to Certain Matter Broadcast

'Sec. 317. (a) (1) All matter broadcast by any radio station for which any money, service or other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person: *Provided*, that "service or other valuable consideration" shall not include any service or property furnished without charge or at a nominal charge for use on, or in connection with, a broadcast unless it is so furnished in consideration for an identification in a broadcast of any person, product, service, trademark, or brand name beyond an identification which is reasonably related to the use of such service or property on the broadcast.

'(2) Nothing in this section shall preclude the Commission from requiring that an appropriate announcement shall be made at the time of the broadcast in the case of any political program or any program involving the discussion of any controversial issue for which any films, records, transcriptions, talent, scripts, or other material or service of any kind have been furnished, without charge or at a nominal charge, directly or indirectly, as an inducement to the broadcast of such program.

'(b) In any case where a report has been made to a radio station, as required by section 508 of this Act, of

Does new law apply to film makers?

Hollywood tried to find out last week how it will be to start living with FCC and the new rules for sponsor identification.

Representatives of motion picture and television film producers met Sept. 21 in a closed session with FCC Broadcast Bureau executives. They wanted to learn how the new law and regulations will affect practices that have been traditional in film making for half a century. They left with the knowledge that it isn't easy to get fast answers in Washington.

Will films shown on tv have to meet the sponsor identification requirements of the new law and the regulations that the FCC said last week it would issue in the future? If so, said the film producers, the cost of making films would probably go up and the length of film credits would stretch viewers' patience.

The film representatives got no clear answers last week. Commission representatives suggested that the producers submit questions and proposals in written form and added that they could participate officially when the FCC calls for comments in its proposed rule making.

Motion picture interests were represented at the conference by Ed Cooper, television executive of the Motion Picture Assn. of America; Herbert Golden, United Artists; Donn B. Tatum, Disney studios; Harold J. Berkowitz, Warner Bros.; Gordon Stullberg and Russell Karp, Screen Gems (Columbia subsidiary); Saul Rittenberg, MGM, and Bernard Donnenfeld, Paramount Pictures.

Television film makers were represented by Richard Jencks, president of the Alliance of Television Film Producers; Harry Plotkin, ATFP Washington counsel; Anthony Frederick, Revue (MCA), and Frank Reel, Ziv-UA.

The FCC Broadcast Bureau was represented by Harold G. Cowgill, chief; Joseph N. Nelson, renewals and transfers chief; Louis C. Stephens, rules and standards assistant chief; H. H. Goldin, economics chief, and Ashbrook P. Bryant, network study chief.

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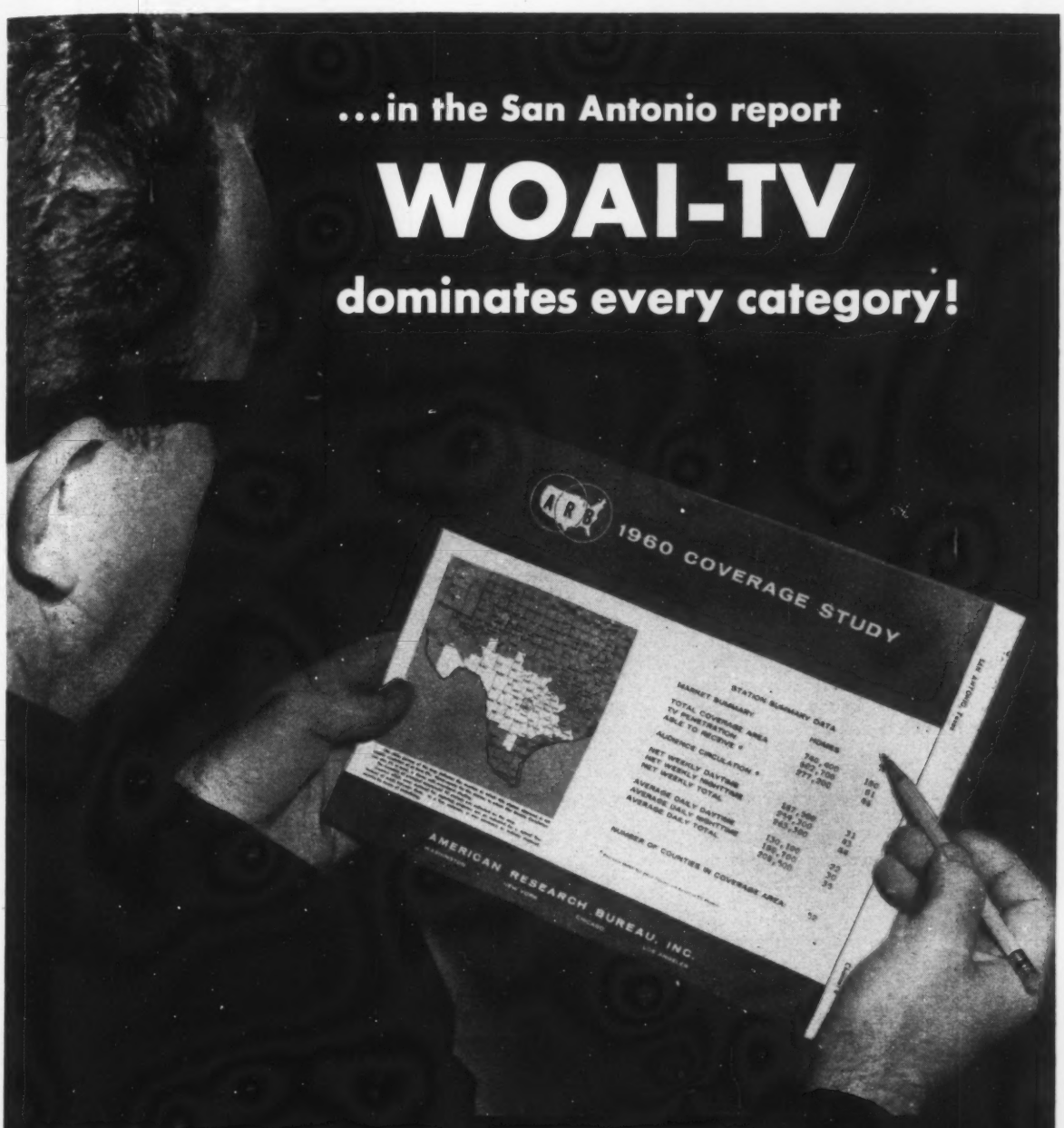

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REPORT FROM A PAPER JUNGLE

Newest member tells what it's like to serve on FCC

The newest member of the FCC, Charles H. King, has run afoul the oldest commission problem—what is the public interest?

"I haven't found out yet what public interest, convenience or necessity' means," he said Sept. 22 in an address to the Michigan Assn. of Broadcasters meeting at St. Clair.

"There is no question the FCC can't censor broadcasting and the commission has no right to interfere with free speech," he said.

"But we do," he added.

Commissioner King is dean of Detroit U. law school on leave to fill the remaining period of ex-Chairman John C. Doerfer's term.

He told the Michigan group he could find two references in regulations to public interest—in granting of licenses and renewals. This requires the broadcaster to lay out proper programming supposed to meet criteria of public interest, he said. "The broadcaster must describe in narrative form what he did the last three years and what he will do in the next three years."

"Nothing says what the public interest is," Commissioner King said. "We do an off-the-cuff job on the commission.

"As a lawyer I don't like it. I would much rather have it defined." But he pointed out that "nothing relieves the broadcaster of the responsibility to program in the public interest."

"Again we don't have any standards," he observed. He recalled the commission "got rid of the distinction between sustaining and commercial programs. Before the ruling, anything sustaining was automatically good; anything commercial was questionable."

Realistic View ■ As he understood it, Commissioner King said, broadcasters must prove their programming serves the public interest.

"Most broadcasters will talk to civic leaders," he said. "But they're going to lie to you. Not one will admit he likes westerns. I doubt if that will work."

He offered this observation, "You just put on programs you think will be looked at or listened to in your communities."

Commissioner King discussed the problems faced by government officials. "There is great temptation in such a position of power as I am in to enforce our own likes," he said. "This is a very dangerous power.

"Everybody I know has asked me, 'When are you going to do something about television?'

"So you are going to be regulated. The only question is how much."

Windy Wordage ■ He referred to a "vague area" centering around the right to regulate in view of the constitutional guarantees of free speech.

Commissioner King said he had thought of titling his talk, "Around the FCC in 80 Days" but felt this would be inaccurate since he had served only two weeks plus a month's vacation. Instead his topic was "My 30 Days on the FCC."

"I never saw so much paper in my life," he said. "Nobody on the FCC knows how to write anything short.

"Every morning there's a big stack of paper on my desk. I've been reading it all but I'm not so sure I'm going to continue. In the next war we'll overwhelm the enemy with paper."

In any case he's not worried that he'll become a Washington bureaucrat. "If enough of you vote for Kennedy, I won't have to worry," he quipped, adding, "These are my problems. Please don't ask me about yours."

circumstances which would have required an announcement under this section had the consideration been received by such radio station, an appropriate announcement shall be made by such radio station.

'(c) The licensee of each radio station shall exercise reasonable diligence to obtain from its employees, and from other persons with whom it deals directly in connection with any program or program matter for broadcast, information to enable such licensee to make the announcement required by this section.

'(d) The Commission may waive the requirement of an announcement as provided in this section in any case or class of cases with respect to which it determines that the public interest, convenience, or necessity does not require the broadcasting of such announcement.

'(e) The Commission shall prescribe appropriate rules and regulations to carry out the provisions of this section.'

"(b) Title V of the Communications Act of 1934 (47 U.S.C., subchapter V) is amended by adding at the end thereof the following section:

'Disclosure of Certain Payments

'Sec. 508. (a) Subject to subsection (d), any employee of a radio station who accepts or agrees to accept from any person (other than such station), or any person (other than such station) who pays or agrees to pay such employee, any money, service or other valuable consideration for the broadcast of any matter over such station shall, in advance of such broadcast disclose the fact of such acceptance or agreement to such station.

'(b) Subject to subsection (d), any person who, in connection with the production or preparation of any program or program matter which is intended for broadcasting over any radio station, accepts or agrees to accept, or pays or agrees to pay, any money, service or other valuable consideration for the inclusion of any matter as a part of such program or program matter, shall, in advance of such broadcast, disclose the fact of such acceptance or payment or agreement to the payee's employer, or to the person for whom such program or program matter is being produced, or to the licensee of such station over which such program is broadcast.

'(c) Subject to subsection (d), any person who supplies to any other person any program or program matter which is intended for broadcasting over any radio station shall, in advance of such broadcast, disclose to such other person any information of which he has knowledge, or which has been disclosed to him, as to any money, service or other valuable consideration which any person has paid or accepted, or has agreed to pay or accept, for the inclusion of any matter as a part of such program or program matter.

'(d) The provisions of this section requiring the disclosure of information shall not apply in any case where, because of a waiver made by the Commission under section 317(d), an announcement is not required to be made under section 317.

'(e) The inclusion in the program of the announcement required by section

COMMISSIONER KING
'As a lawyer, I don't like it'

317 shall constitute the disclosure required by this section.

(f) The term "service or other valuable consideration" as used in this section shall not include any service or property furnished without charge or at a nominal charge for use on, or in connection with, a broadcast, or for use on a program which is intended for broadcasting over any radio station, unless it is so furnished in consideration for an identification in such broadcast or in such program of any person, product, service, trademark, or brand name beyond an identification which is reasonably related to the use of such service or property in such broadcast or such program.

'(g) Any person who violates any provision of this section shall, for each such violation, be fined not more than $10,000 or imprisoned not more than one year, or both.'

"Deceptive Contests

"Sec. 9. Title V of the Communications Act of 1934 (47 U.S.C., subchapter V), as amended by section 7(b) of this Act, is further amended by adding at the end thereof the following section:

'Prohibited Practices in Case of Contests of Intellectual Knowledge, in Intellectual Skill, or Chance

'Sec. 509. (a) It shall be unlawful for any person, with intent to deceive the listening or viewing public—

'(1) To supply to any contestant in a purportedly bona fide contest of intellectual knowledge or intellectual skill any special and secret assistance whereby the outcome of such contest will be in whole or in part prearranged or predetermined.

'(2) By means of persuasion, bribery, intimidation, or otherwise, to induce or cause any contestant in a purportedly bona fide contest of intellectual knowledge or intellectual skill to refrain in any manner from using or displaying his knowledge or skill in such contest, whereby the outcome thereof will be in whole or in part prearranged or predetermined.

'(3) To engage in any artifice or scheme for the purpose of prearranging or predetermining in whole or in part the outcome of a purportedly bona fide contest of intellectual knowledge, intellectual skill, or chance.

'(4) To produce or participate in the production for broadcasting of, to broadcast or participate in the broadcasting of, to offer to a licensee for broadcasting, or to sponsor, any radio program, knowing or having reasonable ground for believing that, in connection with a purportedly bona fide contest of intellectual knowledge, intellectual skill, or chance constituting any part of such program, any person has done or is going to do any act or thing referred to in paragraph (1), (2), or (3) of this subsection.

'(5) To conspire with any other person or persons to do any act or thing prohibited by paragraph (1), (2), (3), or (4) of this subsection, if one or more of such persons do any act to effect the object of such conspiracy.

'(b) For the purposes of this section—

'(1) The term "contest" means any contest broadcast by a radio station in connection with which any money or any other thing of value is offered as a prize or prizes to be paid or presented by the program sponsor or by any other person or persons, as announced in the course of the broadcast.

'(2) The term "the listening or viewing public" means those members of the public who, with the aid of radio receiving sets, listen to or view programs broadcast by radio stations.

'(c) Whoever violates subsection (a) shall be fined not more than $10,000 or imprisoned not more than one year, or both'."

The Interpretation ■ In its announcement last week the FCC suggested that until its new regulations were written to correspond with the new provisions of the law regarding sponsor identification broadcasters would be wise to bone up on a House Commerce Committee report interpreting the new law.

That report (H Rept 1800, 86th Congress) contained 27 illustrations of the effect that the new sponsor identification law was intended to have. The illustrations were drafted by NAB and network legal representatives and reviewed by FCC lawyers before the House Commerce Committee inserted them in its report.

The examples in the House report, the FCC said last week, furnish "useful indications of Congressional intent," and the commission issued them as an appendix to its statement:

"A. Free records[1]

"1. A record distributor furnishes copies of records to a broadcast station or a disc jockey for broadcast purposes. No announcement is required unless the supplier furnished more copies of a particular recording than are needed for broadcast purposes. Thus, should the record supplier furnish 50 or 100 copies of the same release, with an agreement by the station, express or implied, that the record will be used on a broadcast, an announcement would be required because consideration beyond the matter used on the broadcast was received.

"2. An announcement would be required for the same reason if the payment to the station or disc jockey were in the form of cash or other property, including stock.

"3. Several distributors supply a new station, or a station which has changed its program format (e.g. from 'rock and roll' to 'popular' music), with a substantial number of different releases.[2] No announcement is required under section 317 where the records are furnished for broadcast purposes only; nor should the public interest require an announcement in these circumstances. The station would have received the same material over a period of time had it previously been on the air or followed this program format.

"4. Records are furnished to a station or disc jockey in consideration for the special plugging of the record sup-

[1] In view of the attention which has been given to the problem of free records, they are treated herein as a special category. It should be noted, however, that the same principles apply to records as to other property or services furnished for use on or in connection with a broadcast."

[2] A question has been raised with respect to a situation where a distributor furnishes to a station free of charge an entire music library with the understanding, express or implied, that only its records would be played on the station. To the extent that such an arrangement may run afoul of the antitrust laws or may constitute an abdication by the station of its licensee responsibility, an announcement under sec. 317 would not cure it."

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all day long to suit every mood of the day. Freedom from weird sounds . . . freedom from gimmicks . . . just wonderful entertainment.

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More newscasts per day than any other local station. *Local news gathering* as well as reporting. National and international coverage all through the day from NBC's excellent staff.

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plier or performing talent beyond an identification reasonably related to the use of the record on the program. If the disc jockey were to state: 'This is my favorite new record, and sure to become a hit; so don't overlook it,' and it is understood that some such statement will be made in return for the record and this is not the type of statement which would have been made absent such an understanding, and the supplying of the record free of charge, an announcement would be required since it does not appear that in those circumstances the identification is reasonably related to the use of the record on that program. On the other hand, if a disc jockey, in playing a record, states: 'Listen to this latest release of performer "X", a new singing sensation,' and such matter is customarily interpolated in the disc jockey's program format and would be included whether or not the particular record had been purchased by the station or furnished to it free of charge, it would appear that the identification by the disc jockey is reasonably related to the use of the record on that particular program and there would be no announcement required.

"B. Where payment in any form other than the matter used on or in connection with the broadcast is made to the station or to anyone engaged in the selection of program matter

"5. A department store owner pays an employee of a producer to cause to be mentioned on a program the name of the department store. An announcement is required.

"6. An airline pays a station to insert in a program a mention of the air line. An announcement is required.

"7. A perfume manufacturer gives five dozen bottles to the producer of a giveaway show, some of which are to be identified and awarded to winners on the show, the remainder to be retained by the producer. An announcement is required since those bottles of perfume retained by the producer constitute payment for the identification.

"8. An automobile dealer furnishes a station with a new car, not for broadcast use, in return for broadcast mentions. An announcement is required; the car constituting payment for the mentions.

"9. A Cadillac is given to an announcer for his own use in return for a mention on the air of a product of the donor. An announcement is required since there has been a payment for a broadcast mention.

"C. Where service or property is furnished free for use on or in connection with a program, but where there is neither payment in consideration for broadcast exposure of the service or property, nor an agreement for identification of such service or property beyond its mere use on the program. * * *

"10. Free books or theater tickets are furnished to a book or dramatic critic of a station. The books or plays are reviewed on the air. No announcement is required. On the other hand, if 40 tickets are given to the station with the understanding, express or implied, that the play would be reviewed on the air, an announcement would be required because there has been a payment beyond the furnishing of a property or service for use on or in connection with a broadcast.

"11. News releases are furnished to a station by Government, business, labor and civic organizations, and private persons, with respect to their activities, and editorial comment therefrom is used on a program. No announcement is required.

"12. A government department furnishes air transportation to radio newscasters so they may accompany a foreign dignitary on his travels throughout the country. No announcement is required.

"13. A municipality provides street signs and disposal containers for use as props on a program. No announcement is required.

"14. A hotel permits a program to originate on its premises. No announcement is required. If, however, in return for the use of the premises, the producer agrees to mention the hotel in a manner not reasonably related to the use made of the hotel on that particular program, an announcement would be required.

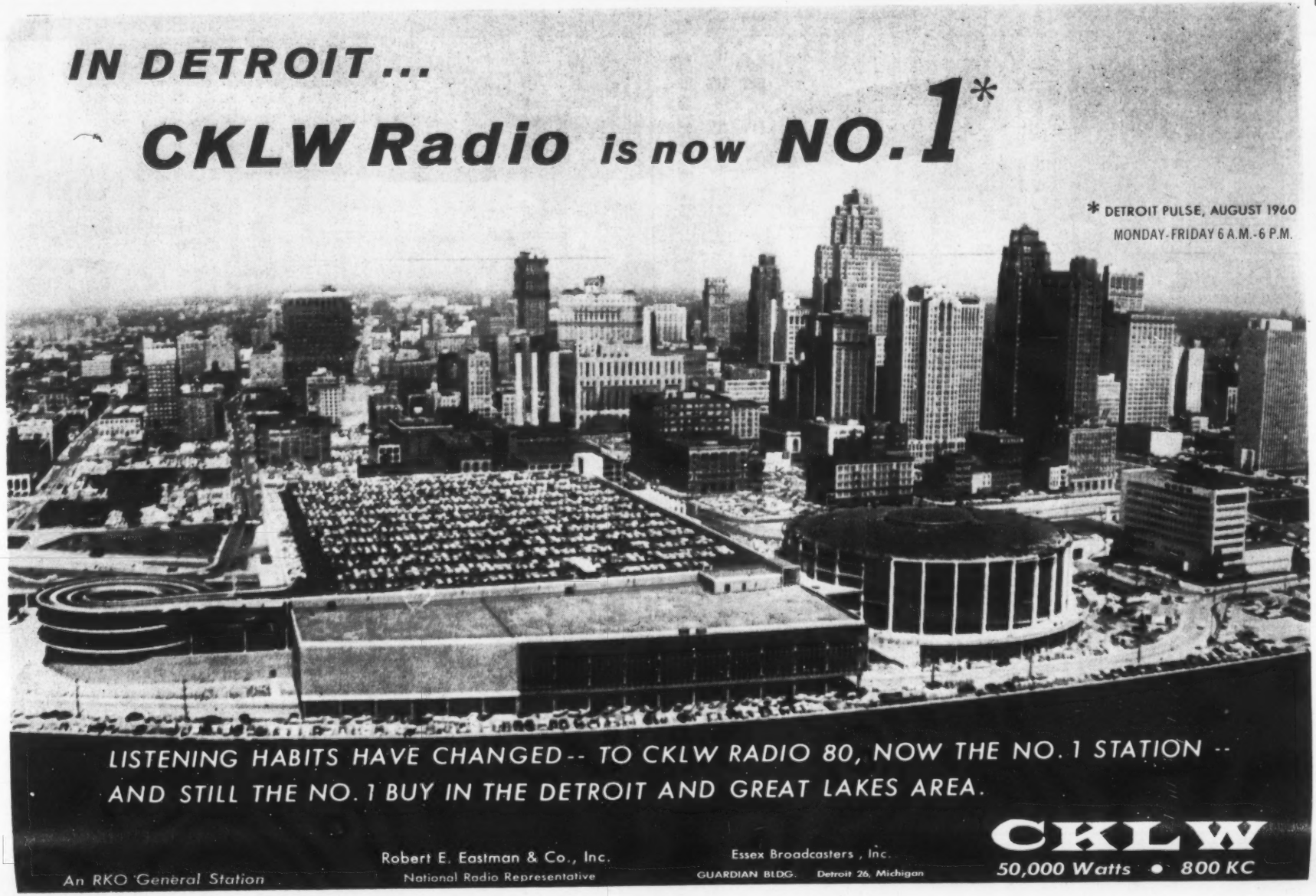
"15. A refrigerator is furnished for use as part of the backdrop in a kitchen scene of a dramatic show. No announcement is required.

"16. A Coca-Cola distributor furnishes a Coca-Cola dispenser for use as a prop in a drugstore scene. No announcement is required.

"17. An automobile manufacturer furnishes his identifiable current model car for use in a mystery program, and it is used by a detective to chase a villain. No announcement is required. If it is understood, however, that the producer may keep the car for his personal use, an announcement would be required. Similarly, an announcement would be required if the car is loaned in exchange for a mention on the program beyond that reasonably related to its use, such as the villain saying: 'If you hadn't had that speedy Chrysler, you never would have caught me.'

"18. A private zoo furnishes animals for use on a children's program. No announcement is required.

"19. A university makes one of its professors available to give lectures in an educational program series. No an-


IN DETROIT...
CKLW Radio is now NO. 1*
* DETROIT PULSE, AUGUST 1960
MONDAY-FRIDAY 6 A.M.-6 P.M.
LISTENING HABITS HAVE CHANGED -- TO CKLW RADIO 80, NOW THE NO. 1 STATION --
AND STILL THE NO. 1 BUY IN THE DETROIT AND GREAT LAKES AREA.
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nouncement is required.

"20. A well-known performer appears as a guest artist on a program at union scale because the performer likes the show, although the performer normally commands a much higher fee. No announcement is required.

"21. An athletic event promoter permits broadcast coverage of the event. No announcement is required in absence of other payment by the promoter or agreement to identify in a manner not reasonably related to the broadcast of the event.

"D. Where service or property is furnished free for use or in connection with a program, with the agreement, express or implied, that there will be an identification beyond mere use of the service or property on the program.[a]

"22. A refrigerator is furnished by X with the understanding that it will be used in a kitchen scene on a dramatic show and that the brand name will be mentioned. During the course of the program the actress says: 'Donald go get the meat from my new X refrigerator.' An announcement is required because the identification by brand name is not reasonably related to the particular use of such refrigerator in this dramatic program.

"23. (a) A refrigerator is furnished by X for use as a prize on a giveaway show, with the understanding that a brand identification will be made at the time of the award. In the presentation, the master of ceremonies briefly mentions the brand name of the refrigerator, its cubic content, and such other features as serve to indicate the magnitude of the prize. No announcement is required because such identification is reasonably related to the use of the refrigerator on a giveaway show in which the costly or special nature of the prizes is an important feature of this type of program.

"(b) In addition to the identification given in (a) above, the master of ceremonies says: 'All you ladies sitting there at home should have one of these refrigerators in your kitchen,' or 'Ladies, you ought to go out and get one of these refrigerators.' An announcement is required because each of these statements is a sales 'pitch' not reasonably related to the giving away of the refrigerator on this type of program.

"The significance of the distinction between the identification in (a) and that in (b) is, that in (a) it is no more than the natural identification which a broadcaster would give to a refrigerator as a prize if he had purchased the refrigerator himself and had no understanding whatever with the manufacturer as to any identification. That is to say, in situation (a), had the broadcaster purchased the refrigerator he would have felt it necessary, in view of the nature of the show, adequately to describe the magnitude of the prize which was being given to the winner. On the other hand, the broadcaster would not, where he had purchased the refrigerator, have made the type of identification in situation (b), thus providing a free sales 'pitch' for the manufacturer.

"24. (a) An airplane manufacturer furnishes free transportation to a cast on its new jet model to a remote site, and the arrival of the cast at the site is shown as part of the program. The name of the manufacturer is identifiable on the fuselage of the plane in the shots taken. No announcement is required because in this instance such identification is reasonably related to the use of the service on the program.

"(b) Same situation as in (a), except that after the cameraman has made the foregoing shots he takes an extra closeup of the identification insignia. An announcement is required because the closeup is not reasonably related to the use of the service on the program.

"25. (a) A station produces a public service documentary showing development of irrigation projects. Brand X tractors are furnished for use on the program. The tractors are shown in a manner not resulting in identification of the brand of tractors except as may be recognized from the shape or appearance of the tractors. No announcement is required since the identification is reasonably related to the use of the tractors on the program.

"(b) Same situation as in (a), except that the brand name of the tractor is visible as it appears normally on the tractor. No announcement is required for the same reason.

"(c) Same situation as in (b), except that a closeup showing the brand name in a manner not required in the nature of the program is included in the program, or an actor states: 'This is the best tractor on the market.' An announcement is required as this identification is beyond that which is reasonably related to the use of the tractor on the program.

"26. (a) A bus company prepares a scenic travel film which it furnishes free to broadcast stations. No mention is made in the film of the company or its buses. No announcement is required because there is no payment other than the matter furnished for broadcast and there is no mention of the bus company.

"(b) Same situation as in (a), except that a bus, clearly identifiable as that of the bus company which supplied the film, is shown fleetingly in highway

[a] Of course, in all these cases, if there is payment to the station or production personnel in consideration for the exposure, an announcement is required."

In Roanoke in '60 the Selling Signal is SEVEN...

You won't get rich selling bongo drums in the Roanoke Television Market, but there are nearly 2,000,000 people who are willing and able to help you turn a neat profit on foodstuffs, toiletries, pharmaceuticals, gasoline, household products and other items.

The magic number for reaching these heavy-spending, non-Calypso folks is seven. In Roanoke, seven is *WDBJ-TV* . . . which will beat the drum for your product in over 400,000 television homes of Virginia, N. Carolina and W. Va.

WDBJ-TV has maximum power, highest tower, superior service and programming . . . to help you sell like sixty on seven.

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18 Counties, 471,290 Homes, 1.6 Million People, $3 Billion Buying Power.

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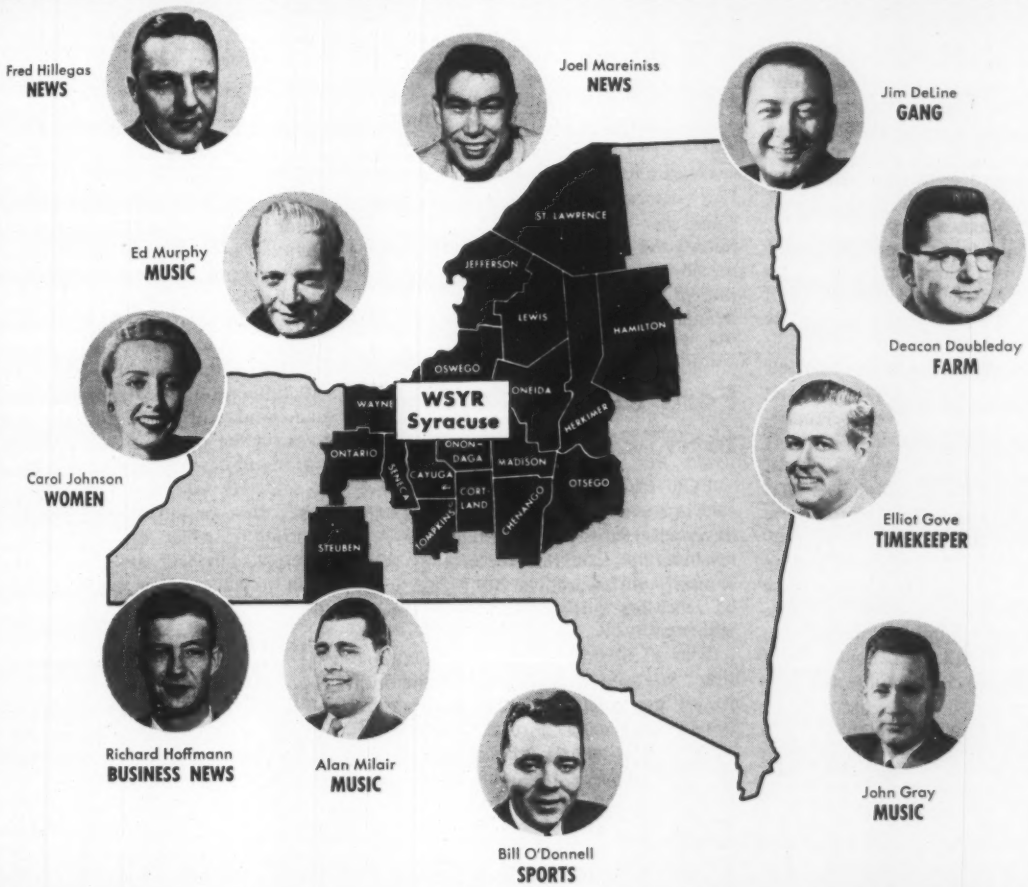

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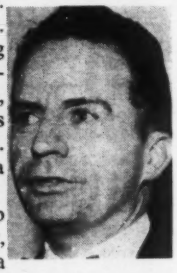
Rep. Mack plugs for network regulation

Congress next year will consider seriously the question of FCC licensing and regulation of the national networks, Rep. Peter F. Mack Jr. (D-Ill.), who long has favored network regulation, told the Illinois Broadcasters Assn. meeting in Urbana last week.



In an address to the IBA Thursday, Rep. Mack, a member of the House Commerce Committee and its Legislative Oversight Subcommittee, said Congress will consider network regulation because he and other congressmen are convinced that the Communications Act focuses on stations and does not reach the networks, which he said are responsible for the "bulk" of programs seen and heard by the public.

He charged that the present "overindulgence" in escapist programming, including westerns, whodunits and rock 'n' roll, does not meet the "broad range of listener demands." Rep. Mack told the broadcasters: "It is in your own best interests to satisfy all of the diverse listener demands some of the time instead of meeting some of the demands all of the time."

Rep. Mack said he opposed elimination of the suspensions provision from the payola bill (Public Law 86-752) because he felt fear of temporary suspension might keep irresponsible broadcasters in line, while civil penalties would not deter those "tempted to revert to some of the old practices" which have "undermined the standing of the broadcasting industry as a whole."

Citing articles in BROADCASTING dealing with profit and prestige to be derived from public service and informational programs, Rep. Mack said many stations which "take the longer view are coming around to more and more good programming," not because they fear the FCC but because this means good business.

He said he opposes selection of the FCC chairman by the President because this "creates the risk of undermining the independence of the commission by a sense of obligation and thus of subservience to the Executive Branch."

views in a manner reasonably related to that travel program. No announcement is required.

"(c) Same situation as in (a), except that the bus, clearly identifiable as that of the bus company which supplied the film, is shown to an extent disproportionate to the subject matter of the film. An announcement is required, because in this case by the use of the film the broadcaster has impliedly agreed to broadcast an identification beyond that reasonably related to the subject matter of the film.

"27. (a) A manufacturer furnishes a grand piano for use on a concert program. The manufacturer insists that enlarged insignia of its brand name be affixed over normal insignia on the piano. An announcement is required if an enlarged brand name is shown.

"(b) Conversely, if the piano furnished has normal insignia and during the course of the televised concert the broadcast includes occasional closeups of the pianist's hands, no announcement is required even though all or part of the insignia appears in these closeups. Here the identification of the brand name is reasonably related to the use of the piano by the pianist on the program. However, if undue attention is given the insignia rather than the pianist's hands, and announcement would be required."

Ford tells FCC plans to RTES newsmakers

FCC Chairman Frederick W. Ford said last week he "hopes" the FCC will have alternative possibilities ready—by the time Congress reconvenes next January—to assure every tv broadcaster of reaching "all receivers in his service area."

The FCC must now turn its attention "intensively" to this problem and to any new technical developments that may offer expansion of tv service and saving of spectrum space, he told an audience of 600 attending the Radio & Television Executives Society's "newsmakers" luncheon Wednesday in New York.

Mr. Ford's talk—and a news conference afterward—also covered option time, the FCC's planned two-year test of uhf propagation in New York City, his belief programming will improve this season, tv allocations and all-channel tv sets, the clear channel problem, pay tv community antenna television and legislation on payola, political broadcasting and vhf boosters.

The FCC chairman, who dissented from the FCC's option time decision the week before (BROADCASTING, Sept. 19), said he believes there are other incentives a network can offer to obtain station clearances.

Cites NAB Code ■ Mr. Ford said he thinks the FCC will be transmitting uhf in its New York City test within a year. He predicted programming this season would have some fewer crime and violence shows and said he bases this belief on NAB's establishment of a Tv Code Review Board agency-network contact office in New York.

The FCC chairman said that since defense considerations make it impossible for television to get additional vhf space, "it is, therefore, inescapable that the only present possibility of an expanded television system lies in the spectrum space now allocated to the television service." He said he hopes legislation will be reintroduced in the next Congress to require that only all-channel sets be shipped in interstate commerce because "a universal, all channel receiver is the key to any solution of the problem."

He said the FCC next year against will ask Congress for FCC authority to require catv operators to get permission from originating stations to pick up their signals, to carry the programs of the local tv station and provide the same quality transmission as it provides for other pickups and to prohibit duplicating of the local station's programs.

Mr. Ford said the FCC has already started to adopt rules to implement a new law authorizing the FCC to make vhf tv boosters legal; the agency has made and will make reports to Congress on the operation and behavior of stations under amendment of sec. 315, he said. He said he didn't believe that either these or the new payola law will "restrict or stifle" the freedom of the industry, but will assist it to proceed in an orderly manner toward its full maturity.

Another delay for Miami ch. 10

A virtual last minute reprieve was granted last week to National Airlines in the Miami ch. 10 case.

The commission, on Wednesday, voted to postpone the effective date of its July 14 order requiring the WPST-TV Miami to cease operating until 15 days after the U.S. Circuit Court of Appeals rules on National Airlines' petition for a stay.

This was the second postponement of the order which voided the 1957 grant to the National Airline's tv station—the original cessation date was Sept. 15, but this was continued to Sept. 30 by Commissioner Robert E. Lee last month pending the outcome of the airlines' petition to the FCC for a stay.

The FCC denied the stay request two

weeks ago (BROADCASTING, Sept. 19). Previously it had granted a request by L.B. Wilson for temporary authority to construct the Miami ch. 10 facility immediately (BROADCASTING, Sept. 12).

In its July 14 order, the FCC found all applicants in the Miami ch. 10 original case tainted with the *ex parte* brush, except for L.B. Wilson. It ordered the grant made to L.B. Wilson at the same time it ordered National Airlines off the air.

Last week's action was taken by all the commissioners except Commissioner T.A.M. Craven, who did not participate.

A request for a stay by Boston ch. 5 grantee, *Boston Herald-Traveler,* was also denied by the FCC earlier this month. The *Herald-Traveler* has also asked the court for a stay. The Boston ch. 5 grant to the newspaper was voided in the July 14 order, but it was given permission to continue operating under temporary authority pending the outcome of a comparative rehearing.

At the same time the commission announced it had ordered its staff to prepare a document denying a petition for reconsideration filed by Elzey Roberts, former St. Louis broadcaster.

Mr. Roberts had asked the commission to open up the Miami ch. 10 case to new applicants. In its July 14 decision the FCC turned this down. Mr. Roberts asked that the commission reconsider this denial.

Meanwhile, the Justice Dept.'s antitrust division last week asked the appeals court for permission to intervene as *amicus curiae* in the appeal to that court by National Airlines. The antitrust division pointed out it originally took the position all applicants but L.B. Wilson should be disqualified and that the FCC now has adopted this position and granted the station to L.B. Wilson. The case involves *ex parte* contacts and other activities outside normal administrative processes and the antitrust division wants to present its views to the court, the request said.

Processing line

A new list of standard broadcasting applications will be ready for processing Nov. 4, the FCC has announced. First application on the list, BP-11393, was filed by KYNG Radio, Coos Bay, Ore., for a change in frequency from 1420 kc to 980 kc.

Any application which should be considered with these must be filed no later than Nov. 3. A complete list of the application appears in FOR THE RECORD, page 98.

COUNTER-ATTACK LAUNCHED

ABC, RKO oppose FCC practice allowing comparative hearings on license renewals

A sharp attack has been launched on a long-standing FCC practice—that of ordering an application filed for an existing broadcasting station into a comparative hearing with the renewal application of the station concerned.

Arguments opposing this procedure were filed last week with the commission by both RKO General Inc. and ABC.

They applied to competing applications for existing facilities in which both are interested: Washington's ch. 4 and Philadelphia's ch. 3, on the part of RKO General; New York's 770 kc on the part of ABC.

In the last nine months there have been four such competing applications filed with the FCC. They include Philco Corp.'s application for ch. 3 in Philadelphia, now occupied by NBC's WRCV-TV; the *San Francisco Chronicle's* application for ch. 4 in Washington, D.C., now occupied by NBC's WRC-TV; KSTP Inc.'s application for 770 kc in New York, now occupied by ABC's WABC, and Southside Virginia Telecasting Corp.'s application for ch. 8 Richmond-Petersburg, now occupied by WXEX-TV.

The Philco and *Chronicle's* filings are part of these parties' fight against the NBC-RKO General transaction which proposes to exchange NBC's Philadelphia stations for RKO General's Boston stations, and for RKO General to buy the network's Washington stations for $11.5 million. Also involved in the station transfers is NBC's purchase of KTVU (TV) in San Francisco for $7.5 million.

Interpretation Wrong ■ The RKO General argument, filed by the Washington law firm of Pierson, Ball & Dowd, is that the *Chronicle's* application for Washington and Philco's application for Philadelphia do not entitle them to comparative hearing on the renewal of these NBC television stations, because there is a prior transfer application pending before the commission.

The law states, RKO General said, that the commission may not require a comparative hearing for a transfer or assignment of a license. This prohibition was contained in the 1952 amendments to the Communications Act, it pointed out. This is essentially what the *Chronicle* and Philco are demanding, it stated.

It asked the FCC to first act on the transfer applications before considering the competing facilities' applications.

The ABC position was stated in response to an FCC McFarland letter last month involving the renewal of WABC New York and the competing application by KSTP Inc. for that 770 kc facility. It was filed by McKenna & Wilkinson, ABC's Washington counsel.

ABC's point was that the FCC may be mistaken in its assumption that a comparative hearing must be held in such a situation. The section of Communications Act dealing with renewals (Sec. 307) it said, makes only "casual" reference to the provisions of Sec. 308 which deals with applications for new facilities.

The network also pointed out that the provision of Sec. 307 dealing with renewals (this ordered the commission to consider a renewal application—in the same light as an original application) was stricken completely from the amended Act in 1952. This, ABC said, removed the precedent which took place in 1947 when Drew Pearson and Robert A. Allen filed a competing application for the facilities of WBAL Baltimore, Md., at the same time that station's license was up for renewal. This eventuated into a hearing which resulted in the FCC renewing WBAL's license and denying the Pearson-Allen application.

The ABC-KSTP (Stanley Hubbard) controversy in New York stems from an application filed earlier this year by KOB Albuquerque, N.M., for the network's WABC New York 770 kc facility (BROADCASTING, Feb. 29). KOB is owned by the Hubbard group, which also owns KSTP-AM-TV St. Paul, Minn., and WGTH Cypress Gardens, Fla. WABC's renewal application was filed in May to take care of the license which ran out in June.

The move in New York is part of a controversy dating back to 1941 when KOB was ordered to move to 770 kc. Since then ABC has fought to expel KOB from that frequency. This litigation resulted in an order Sept. 3, 1958, by which the commission ordered both KOB and WABC to install directional antennas to protect each other from interference engendered by the dual operation on what is a Class 1-A channel. ABC's renewal application for WABC filed earlier this year, does not make provision for directional operation. (Also see related story on Frank Mullen appointment by KSTP Inc. in FATES & FORTUNES, page 84.)

HOW WILL FCC HANDLE PAY TV?

Procedural problems cause roadblock

The mechanics of handling a pay tv application have the FCC nonplussed—but the hope is that by the time it gets to the question new procedures ordered by Congress will enable the commissioners to clarify the problem.

The commission last week gave a quick look at a document on the subject, drawn up by its staff, and decided to look it over more thoroughly this week.

At stake is the application filed last June by RKO General Inc. It proposes a $10 million, three-year subscription television service in Hartford, Conn., over the facilities of RKO General's ch. 18 WHCT (TV).

The discussion at the tail end of last Tuesday's meeting raised three problems: Can the FCC hold a general inquiry (Sec. 303[b]) hearing and then grant the RKO General application? Must a separate and full hearing be held on the pay tv application? If the commission grants the application following an *en banc* hearing, is it liable to be protested—which surely would require a hearing?

Hearing in October ■ Proposed by the commission is a general hearing on the subject of pay tv (BROADCASTING, Sept. 19). An order calling for this to take place in about 30 days has been drawn. It contemplates a limited form of cross examination, but with testimony and examination tightly controlled by the FCC.

The reason for setting the date in December, it is presumed, is that before that time the new pre-grant protest procedure will have been incorporated in the agency's regulations. This new procedure was authorized in the 1960 Communications Act amendments.

In that case, according to communications lawyers, the FCC could dispose of protests before the hearing and grant the application without a full scale, routine and time-consuming evidentiary hearing.

The RKO General application is being opposed by the Joint Committee Against Pay Tv and the local Connecticut Committee Against Pay Tv. Both are sponsored by theatre groups. On a national scale, the Theatre Owners of America is conducting a vast write-in petition canvass, hoping to secure 30 million signatures in opposition to pay tv on the air. The petitions are addressed to Congress.

Commission action on the toll tv inquiry is expected this week.

van Beek Heads Teco ■ Meanwhile, Pieter E. van Beek, special Phonevision assistant to the president of Zenith Radio Corp. since 1951, was elected president of Teco Inc. Teco holds licenses from Zenith to engage in subscription tv operations using the Phonevision system. It signed its first franchise with RKO General for the Hartford test. It was formed in 1949 by the late Eugene F. McDonald, Zenith president, with a majority of its owners Zenith shareholders or officers. S. I. Marks, Teco president until he resigned Sept. 1, was re-elected treasurer of the company.

"Teco is prepared to contribute to the success of the test," Mr. van Beek said, "by providing technical assistance and advice in many areas, including commercial operation, training of personnel, promotional and public relations activities and the extremely vital area of programming."

Two consent orders

The Federal Trade Commission said last week it has agreed to consent orders prohibiting two record distributors from engaging in payola practices. They are Robert Field doing business as Pacific Record Distributors, Los Angeles, and Fiesta Record Co., New York.

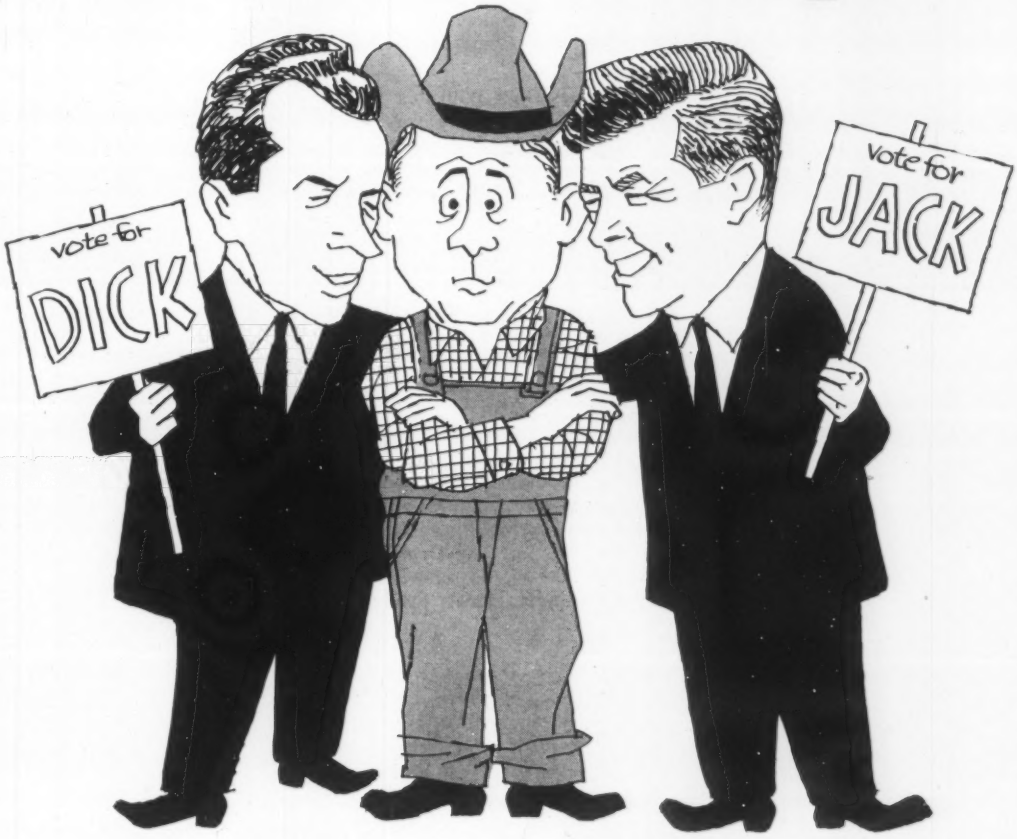
The agency adopted initial decisions of hearing examiners based on agreements between the examiners and the distributors. Both firms were charged with making payments to disc jockeys or other station personnel.

Composite week

A new "composite week" for use in preparing the program log analyses submitted with the application for license renewal has been issued by the FCC. It is intended for all stations up for renewal in 1961. The week consists of the following dates: Sunday—Aug. 30, 1959; Monday—Oct. 19, 1959; Tuesday—Dec. 1, 1959; Wednesday — Feb. 10, 1960; Thursday—April 21, 1960; Friday—June 17, 1960, and Saturday—Sept. 10, 1960.

The commission pointed out that stations are not limited to the composite week as a sample of the station's programming. The application for renewal permits additional program data which the broadcaster may wish to call to the commission's attention. The composite week log analyses will, however, be submitted with all such applications.

election tip!



With the farm issue up for grabs in the coming election, and with both the Democrats and the Republicans going all out for the all-important farm vote, millions of listeners all over Hometown and Rural America will be tuned in with new intensity to Keystone stations.

Never before has this vast radio audience been such a prime market for Keystone advertisers . . . and never before has this audience had such a powerful purchasing potential.

And here's your tip: No matter who wins the *election—you* can win in Keystone markets. Call Keystone right now and jump on the band-wagon! This is THE TIME to sell YOUR campaign to all or part of Hometown and Rural America. They'll be listening!

CHICAGO
111 W. Washington St.
STate 2-8900

NEW YORK
527 Madison Ave.
ELdorado 5-3720

LOS ANGELES
3142 Wilshire Blv
DUnkirk 3-2910

DETROIT
612 Penobscot Building
WO 2-4595

SAN FRANCISCO
57 Post St.
SUtter 1-7440

Keystone
KBS
BROADCASTING SYSTEM, INC.
THE VOICE OF HOMETOWN AND RURAL AMERICA

POLITICAL BRINKMANSHIP

Press panel complaint fails to scuttle tonight's Kennedy-Nixon tv spectacular

The two presidential candidates meet face-to-face tonight (Sept. 26) in a broadcast studio after a series of late-hour bickerings by the political parties that almost wrecked the show.

Two days of party pouting because the panel consists only of broadcast newsmen finally yielded to a network ultimatum. News secretaries of each party—Pierre Salinger for Sen. John F. Kennedy and Herbert Klein for Vice President Richard M. Nixon—had complained Sept. 19 because there were no print media newsmen on the panel of the opening show.

Main point at issue appeared to be technical—how far had the Aug. 31 and Sept. 16 inter-party planning session gone in selection of panel members for the four-program series of Nixon-Kennedy joint appearances.

The four networks said bluntly in a Sept. 20 telegram answering the Salinger-Klein protest that they would throw out the intricate timing of the first Nixon-Kennedy program and revert to the original network proposal for a joint debate if the parties became stubborn.

Still Unhappy ■ The parties then acquiesced but made plain they were unhappy because "an arbitrary restriction on panelists deprives the public of the opportunity to hear questions put to the candidates by many of the outstanding news reporters of the country."

All four networks stated flatly the panel composition "does not fall within the jurisdiction of the candidates or their representatives." They added, "In all discussions based on the Aug. 31 meeting in Washington, it was clearly understood that any panels involved in programs one and four would be comprised of professional network correspondents only." Joint print-broadcast panels will appear in the second and third programs, divided evenly between networks and print media.

Unofficially it was suggested at party headquarters and networks that Messrs. Salinger and Klein had been pressured by print media to make their complaint about the opening program. The networks insisted there had been an agreement on rules and format for the four programs. First inkling of trouble grew out of a phone call made to Sig Mickelson, CBS news vice president, Sept. 19, by Mr. Salinger.

Signing the joint network reply were Mr. Mickelson; William R. McAndrew, NBC news vice president; Joseph F. Keating, MBS; John Charles Daly, ABC vice president.

Planning Goes On ■ With this newspaper nonsense out of the way, the networks went about the business of bringing the historic Sept. 26 Nixon-Kennedy broadcast to the nation. Production details were being worked out in Chicago and New York in advance of the WBBM-TV Chicago origination (BROADCASTING, Sept. 19).

The first "great debate," like the next three, will follow a panel format. After introductions by Howard K. Smith of CBS, the moderator, Sen. Kennedy will be on for eight minutes and the Vice President for another eight. After a series of 1½-2½-minute intervals for questions, each candidate will have about three minutes to summarize his position. Mr. Mickelson will be referee-timekeeper. The Democratic candidate will be on the right side of the studio (facing camera), his opponent on the left. Cameras will have three lights—Green, 1 minute; Yellow, ½-minute; red, cut.

Bi-partisan support ■ The two party chairmen, Sen. Thruston Morton (R-Ky.) (l) and Sen. Henry M. Jackson (D-Wash.), lay down campaign weapons to cooperate on the Advertising Council's "Contribute-Work-Vote" project for the American Heritage Foundation. Shown here on a U.S. Capitol portico where tv spots were filmed, they are working with Gordon C. Kinney (r, behind cue card), the Ad Council's director of radio-television. The new spots should begin to roll on station and network projectors this week in public service time. Foote, Cone & Belding is volunteer advertising agency on the project. Norwood Studios, Washington, D.C., did the filming.

There were indications the Democrats are shifting their network strategy to concentrate on late-campaign features. A rescheduling of time periods is underway at NBC-TV where Oct. 31 time was booked by the party. CBS-TV features are planned Nov. 5 and 7, with chance of a Nov. 7 NBC-TV broadcast.

The GOP has bought additional periods on NBC-TV, mostly daytime five-minute shorties to match nighttime end-of-program segments. With Democrats buying a 11 p.m.-midnight hour Nov. 7 on CBS-TV, Republicans were booking 10-11 p.m. (displacing *Hennessey* and start of the new *Face the Nation*). The Democrats Nov. 5 purchase on CBS-TV replaces *Have Gun Will Travel*. Nine evening and seven daytime five-minute segments have been bought by Democrats. GOP's purchase of 8:30-9 p.m. Oct. 3 on CBS-TV will oust *Bringing Up Buddy*.

Sen. Kennedy was to be heard Sept. 23, 8:30-9 p.m. on a 51-station Intermountain Radio Network hookup in a speech from Salt Lake City. Lynn L. Meyer, IMN president, said the time was bought by the Democratic National Committee through Guild, Bascom & Bonfigli. Agency for the GOP is Campaign Associates.

The Audience ■ Appearance of Sen. Kennedy Sept. 19 on the CBS-TV *Presidential Countdown* drew a national Arbitron rating of 20.4, according to American Research Bureau. Opposite ratings were 19.0 for Milton Berle's *Jackpot Bowling* on NBC-TV and 11.3 for *Amateur Hour* on ABC-TV.

ARB reported Sept. 20 ratings of 13.5 for the Kennedy address from a Washington fund-raising dinner broadcast by ABC-TV. *Dobie Gillis* on CBS-TV had a 20.0 rating, United Nations on NBC-TV 13.6.

NBC estimated it will feed the first Nixon-Kennedy debate to a handful of West Coast tv independents and WPIX (TV) New York plus a dozen independent radio stations. ABC was still setting its policy for feeds though NBC had stated a week before it would feed all comers. CBS and Mutual will feed independents only if they can get it no other way. WNTA Radio Newark was understood to be planning to broadcast the program, presumably from NBC.

British tv viewers will see the debate the evening of Sept. 27, getting a filmed version via the British Broadcasting Corp.

Henry Cabot Lodge, GOP vice presidential candidate, dropped several sched-

WeeReBeL says:

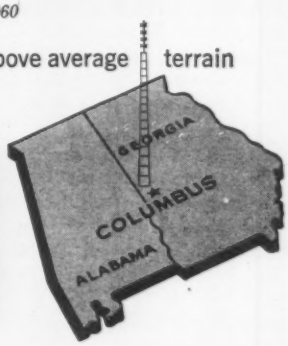
"I'll climb a BRAND NEW TOWER to bring WRBL-TV more coverage!"

WRBL-TV will soon beam to its prime Southeastern market from a new tower more than twice its current height above average terrain. At the same time WRBL-TV will switch from channel 4 to channel 3*. The combination of the new tower and new channel will boost WRBL-TV's total Grade B audience to more than 193,895 television homes in 55 counties of Georgia and Alabama!
And when you consider that the Columbus Metropolitan Area *alone* is Georgia's second largest market with the highest per family income in the state, it's easy to see why Columbus and WRBL-TV are "sound buys" in the marketing plans of more and more top companies!

Call Hollingbery for choice availabilities.

**Target date is September 15, 1960*

1293′ above average terrain



COLUMBUS, GEORGIA
WRBL (CBS) TV Channel .. 3

Represented by George P. Hollingbery Company

uled whistle stops lastweek to get more rest and prepare for tv appearances. An injury to his hand was not expected to interfere with his revised schedule or a Sept. 24 NBC-TV apperance.

Party workers at the two national headquarters belittled charges that the candidates were getting too much television time, though they conceded the logistic problems are severe as candidates fly all over the nation.

Political sidelights

■ KTTV (TV) Los Angeles is taping the first of the Nixon-Kennedy debates for delayed broadcast tomorrow (Sept. 27) at 7:30-8:30 p.m. (PST). Time was chosen on feeling that "the majority of Southern California families, including children of school age, will find our scheduled time for the telecast more convenient for family participation." KTTV, an independent station, is taking the debate from the network pool.

■ Four debate programs for key Indiana candidates have been scheduled by WFBM-TV Indianapolis, starting Oct. 16. Candidates will face each other in one-hour programs moderated by newsmen Bob Gamble, WFBM, and Howard Caldwell, WFBM-TV.

■ WRBL-TV Columbus, Ga., has solved the problem of air fills when politicans short out on program time. News and public affairs personnel developed an ad lib technique by assigning staff members topics for advance thinking. Thus when politicians short out, they ad lib on such subjects as importance of the single voter and voting limitations in a dictatorship. The idea was described as a factor in the record voter turnout in Columbus during the recent state primary.

■ Statewide radio and tv hookups carried a formal debate between the two candidates for the Wisconsin governorship. The debate, held Sept. 19 as part of a dinner meeting of the Milwaukee Public Affairs Forum, was picked up by WTMJ-AM-FM-TV Milwaukee and fed to three other tv stations and 10 radio stations. Each candidate spoke about 18 minutes followed by rebuttals. Speakers were charged with time consumed by applause. Last spring WTMJ carried Sen. Kennedy and Sen. Hubert Humphrey at a joint news conference.

■ A series of autumn vote-getting features has been set up by WAAF Chicago. Tom Davis, general manager, said the lineup includes spot announcements, features based on wives of presidents, sidelights on early presidents, and a program with actual voices of Presidents McKinley, Teddy Roosevelt, Taft, Wilson and Coolidge.

■ A straw vote conducted by KOIL Omaha showed Kennedy 10,583, Nixon 9,250.

■ Mary Jane Morris, former secretary of the FCC and currently practicing law in Grand Rapids, Mich., has been named national director of radio-tv for the Nixon-Lodge GOP Voter Registration Drive. Miss Morris will coordinate broadcast activities of the organization throughout the nation.

■ George C. Hatch of the A.L. Glassman station group, Salt Lake City, has been named to the Democratic national finance committee for the campaign.

■ WMAL Washington began its new Monday-Friday *Political Previews* program Sept. 5. Hosted by Joe McCaffrey, *Political Previews* has interviews with top election personalities with listeners participating by means of ballots obtainable at the American Savings & Loan Assn., that city. Prizes include a color tv set and transistor radios.

■ Mutual, which will share in the major networks' airing of the Nixon-Kennedy discussion series, plans four *Focus on Issues* panel programs to be presented five minutes after each of the candidates' appearances. The 25-minute *Focus* programs will be preceded by five minutes of world-wide news. Panelists George Brown, news director of WOR New York, Charles Batchelder, George Hamilton Combs, Taylor Grant and Fulton Lewis Jr., MBS newsmen, will be moderated by Steve McCormick, vice president for news and a regularly scheduled broadcaster.

INTERNATIONAL

ABC IN ECUADOR TV PLANS

Guayaquil v nearly ready to start service

ABC's International Div. and Primera Television Ecuatoriana, S.A., have joined forces in the development of Ecuador's first tv station, ch. 4 in Guayaquil, which is expected to begin operations within the next few weeks. ABC International has agreed to furnish engineering, technical, programming, sales assistance and financial aid, it is being announced today (Sept. 26).

Located in Guayaquil's Casa de la Cultura (House of Culture) art center, the new station will be powered by a Dynair transmitter operating on 2 kw. Its 220-foot antenna atop the station headquarters will be one of the higher antennas in Latin America, according to Donald W. Coyle, vice president in charge of ABC International. Jose Rosenbaum is PTE's general manager.

The initial 20-hour weekly schedule will consist of approximately 75% film and 25% live offerings.

Mr. Coyle said this latest partnership is "a new link in the growing chain of [ABC International's] activities in overseas markets." American Broadcasting-Paramount Theatres has also made agreements with five Central American broadcasting companies which comprise the Central American Television Network, and with broadcasting companies in Caracas, Venezuela, and Beirut, Lebanon. ABC also has a minority interest in News Limited of Australia Inc., which participates in Australian tv.

Ted Bates in Canada

Ted Bates & Co., New York, has bought an interest in Spitzer & Mills Ltd., Toronto, Ont., which at one time was the Toronto branch of Lord & Thomas, New York advertising agency. The new agency will be known as Spitzer, Mills and Bates Ltd., and will retain its offices at 790 Bay St., Toronto, and 3405 Addington Avenue, Montreal. G. Frank Mills is chairman and director of the new agency, Jack W. Spitzer is vice-chairman and director, and W. H. Reid is president and director. The trio held the same posts with Spitzer & Mills Ltd. Ted Bates, William H. Kearns, and James C. Douglass from the New York company are directors on the board of the merged agency, and Toronto lawyer J. L. Lewtas is also on the board as counsel for the company.

CFCN-TV on-the-air

CFCN-TV Calgary, Alta., became the first competitive station in Canada when it began telecasting on ch. 4 Sept. 9. It is the first station to go on the air since second stations were licensed for Canadian cities earlier this year. The other station in Calgary is CHCT-TV, also independently-owned. Calgary is the only Canadian city where two independent tv stations will compete. In all other cases one station is owned by the government's Canadian Broadcasting Corp.

Selectivity

KTVU

ONLY KTVU OFFERS ADVERTISERS SUCH WIDE

Selectivity

IN THE SAN FRANCISCO · OAKLAND MARKET:

PROGRAMS · · KTVU offers an excellent choice of programs of all types . . . syndicated, local live, sports.

TIMES · · KTVU offers the widest variety of time availabilities in all time classifications, including the prime evening hours.

AUDIENCE · · KTVU offers an audience to match the selling message. Select from family group, adult or children viewing audiences.

PLANS · · KTVU offers a complete choice of plan rates in all time classifications . . . minutes, twenties and ID's combine for plan rates.

DISCOUNTS · · KTVU offers San Francisco's greatest choice of discounts, including the only 13 and 26 week discount schedules in prime time.

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AN NAB CODE STATION

BBG to hear opinions of new network rules

Opinions regarding changes in Canadian network regulations proposed by the Board of Broadcast Governors will be heard during the public sessions of the BBG at Ottawa starting today (Sept. 26.) The BBG has advised all Canadian broadcasting stations of its proposed network regulations and is prepared to hear briefs or verbal arguments regarding the proposals.

Changes in the regulations are designed to permit competitive networks to be operated, with a television network company to be licensed in the near future to compete with the network operated by the Canadian Broadcasting Corp. and its affiliated stations. Public hearings for the licensing of a second network company are to take place in November.

Under the proposed network regulations no Canadian network may have exclusive contracts to take programs only from one program supplier or non-Canadian network. Networks are limited to five years, after which renewals can be obtained. No transfer of shares in the network company can be made without the permission of the BBG. The network is responsible to the BBG for all program material carried by affiliated stations during network time. Stations can only be affiliated with one network and affiliation agreements between stations and networks are subject to approval by the BBG. Special permission from the BBG will be required for a station to carry a program from a network outside Canada if that program has been carried within one month by a Canadian network. Stations cannot identify themselves as part of a network except when broadcasting network programs.

GM's Canadian plans

The largest package purchase of programs on the Canadian Broadcasting Corp. television network was concluded Sept. 15 between CBC and General Motors of Canada Ltd., Oshawa, Ont. The 1960-61 package includes a 52-week live drama series *General Motors Presents*, 13 U.S. spectaculars, the *Chevy Show* imported from the United States, the World Series baseball games, and a French-language half-hour weekly show *General Motors Vous Invite*. Sponsorship of the World Series will be shared with Gillette of Canada Ltd., Toronto.

All but 13 of the dramas on *General Motors Presents* will be produced in Canada. The others will be produced elsewhere in the British Commonwealth. Agency for General Motors of Canada is MacLaren Adv. Ltd.,

■ Abroad in brief

Monitor ■ McDonald Research Ltd., Toronto, is offering a monitor service to advertisers of all commercials on radio and television. This is the first time such a service has been made available in Canada. The service will start with monitoring full programs and commercials on stations in 10 major Canadian markets. Tapes will be kept for four weeks. Advertisers will be able to obtain tapes or hear auditions of commercials used on all stations in these markets, to ascertain what their competitors are doing by way of programming and commercials.

Toronto office ■ Norman, Craig & Kummel Inc., New York ad agency has opened an office at Toronto in a merger with a Canadian ad agency Henri, Burley & MacDonald Ltd. The New York agency has bought a minority interest in the Toronto firm and the new company is called Burley, Norman, Craig and Kummel Ltd. J.H. Burley is president and B. David Kaplan of the New York company is vice-president.

Exclusive station ■ Caribbean Broadcasting Co., St. Lucia Island, West Indies, has been granted an exclusive license by that country's government to open and operate a radio station there. The station's target date is Dec. 1. It will have a power of 20 kw on 840 kc and will use U.S. transmitting equipment. Michel Ferry, formerly editor in chief and special events manager of Radio-Luxembourg, Paris, will be president and general manager. Advertising, news and commentary will be broadcast in English, French and Spanish. The station will operate 17 hours a day.

FATES & FORTUNES

Broadcast Advertising

Howard O. Anderson, formerly vp and account supervisor at Ted Bates, N.Y., to Erwin Wasey, Ruthrauff & Ryan, Los Angeles, as senior account executive on Carnation Milk account.

Dyne Englen and **Edmund L. Bigelow** named copy supervisors at MacManus, John & Adams, N.Y. **Henry Hager,** formerly sales promotion copy chief at Campbell-Ewald, joins MJ&A as copywriter and **Richard Zayac** as artist.

Gertrude Brooks, Paul Gioni, Otis Winegar and **Stanley Baum,** (l to r, above), all copy supervisors at Dancer-Fitzgerald-Sample, N.Y., appointed vps. Miss Brooks was with Grey until Sept. 1958 when she joined DFS. Mr. Gioni started with agency as junior copywriter in Chicago office in 1946; Otis Winegar was vp, creative director of Knox-Reeves, Minneapolis, until Dec. 1959, and Mr. Baum started out in DFS mailroom in 1952, joining copy staff in 1955.

Henry I. Sherry joins Edward H. Weiss & Co., Chicago, as account executive on Mogen David wine account.

Albert V. Lowe, formerly account executive at Erwin Wasey, Ruthrauff & Ryan, N.Y., joins Grant Adv., N.Y., as international account supervisor on General Electric account. **Robert Burnand** of Grant's Chicago office, transfers to N.Y. as international account executive for export advertising on Pillsbury Mills, Hamilton Watch, Ex-Lax, and Tidewater Ore account.

John Grau named manager of production and traffic departments in New York office. **Marie Lotz** named traffic supervisor, and **Doris Oliver** becomes account executive in Grant's Miami office.

M.J. (Jeff) Holmes Jr., formerly assistant merchandising manager in charge of advertising and sales promotion at Richmond Div. of Rheem Manufacturing, joins J.M. Mathes Inc., N.Y., as media buyer.

Thomas L. Collins, formerly creative

director at Schwab, Beatty & Porter, N.Y., joins Wunderman, Ricotta & Kline, that city, as copy chief.

Edward G. Neale Sr., president of Neale Adv., L.A., elected chairman of Southern California Council of American Assn. of Advertising Agencies. **Kai Jorgensen,** Hixson & Jorgensen, elected vice chairman and **Louis E. Scott,** Foote, Cone & Belding, named secretary-treasurer. **Reginald Twiggs,** Cunningham & Walsh, and **Ralph Carson,** Carson/Roberts, elected to board of governors.

Franklin S. Ferry, vp at Kastor Hilton Chesley Clifford & Atherton, N.Y., elected senior vp and director of supermarket merchandising.

Henry G. Millett and **Robert L. Richards,** account executives at Albert Frank-Guenther Law, N.Y., elected vps.

Thomas Brogan, manager of SCI, Detroit, (division of McCann-Erickson), appointed vp.

M.C. (Doc) Borland, vp and service representative in Los Angeles office of J. Walter Thompson Co., appointed acting office manager, suceeding **Tom R. Cooper** who resigned.

Hal Davis, vp of Grey Adv., N.Y., appointed chairman of advertising division of 1960 New York campaign for B'nai B'rith youth services.

Bruce P. Andrews and **John R. Coyne** join Compton Adv., Chicago, as account executives. Mr. Andrews formerly had similar position with Kenyon & Eckhardt. Mr. Coyne was with Foote, Cone & Belding in creative and account capacities.

MR. KRACHT

Alvin R. Kracht, former associate director in media of J.M. Mathes Inc., N.Y., appointed media director, effective Oct. 1, and elected vp. Mr. Kracht succeeds **Douglas R. Hathaway,** who is retiring from active service this month. Other media department promotions include: **Rudolph C. Wahlig,** formerly assistant director, to associate director, and **M.J. Holmes,** media buyer, to assistant director. Mr. Kracht came to Mathes from Fuller & Smith & Ross five years ago.

Edward J. Whetter, art and advertising director for Detroit region of Montgomery Ward Co., named account executive in commercial products group of MacManus, John & Adams, Detroit.

Rena Nelson, Ralph M. Young, Richard W. Siebrasse, and **Dwight S. Reynolds** all join Campbell-Mithun, Chicago, as account executives.

Randy Grochoske, formerly of Young & Rubicam, Los Angeles, joins Guild, Bascom & Bonfigli, San Francisco, as tv art director.

Hank J. Williams, formerly marketing director at Cunningham & Walsh, joins Kenyon & Eckhardt, Boston, as account executive on H.P. Hood & Sons.

Morton S. Sorota, formerly secretary and comptroller at Sterling Adv., N.Y., joins Wunderman, Ricotta & Kline, that city, as comptroller and personnel manager.

Ken Benham, formerly free lance writer and advertising consultant, joins West-Pacific Adv., Seattle, Wash., as copy director. Previously he was account executive for Bozell & Jacobs, that city.

The Media

Everett L. Dillard, WASH-FM Washington, named chairman of NAB Fm Radio Committee for 1960-61. Others appointed: **Raymond S. Green,** WFLN-FM Philadelphia; **Michael R. Hanna,** WHCU-FM Ithaca, N.Y.; **Merrill Lindsay,** WSOY-FM Decatur, Ill.;

ADVERTISERS WANTED TO KNOW...

THE NUMBER 1 STATION IN THE DES MOINES AREA MARKET!

SO . . .

ADVERTISERS AND AGENCIES SELECTED THE AREA!

IT WAS THE 23 COUNTIES WHICH ADVERTISERS AND AGENCIES DEFINED AS THE DES MOINES MARKET

PULSE, INC. MADE THE SURVEY!

THE PERIOD COVERED MONDAY TO FRIDAY, JUNE 15 - 28, 1960

THE RESULTS?

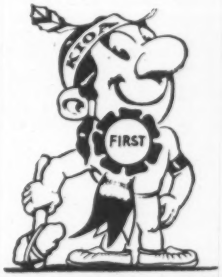
KIOA AGAIN WAS RATED 1st CHOICE IN THE 23 COUNTY DES MOINES ADVERTISER AREA

Public Radio Corp.

KIOA DES MOINES · KAKC TULSA · KBKC KANSAS CITY

LARRY MONROE, General Manager

JIM DOWELL, V.P. & Dir. of National Sales



FOR COMPLETE INFORMATION CONTACT KIOA OR ADAM YOUNG, INC. REPRESENTATIVES

Richard Mason, WPTF-FM Raleigh, N.C.; **Fred Rabell,** KITT (FM) San Diego, and **Harold Tanner,** WLDM-FM Detroit.

Boyd Lawlor appointed general manager of WAIT Chicago. He formerly served station as sales consultant on Community Club Awards campaign. Previously, he was account executive in rerun division of Ziv-TV Films and was general manager of WWCA Gary, Ind.

Mrs. Allan E. Charles, Robert Lurie and **Lowell M. Clucas** all elected to board of directors of KQED San Francisco, non-profit, community-owned facility. Mrs. Charles is trustee of Stanford U.; Mr. Lurie is vp of The Lurie Co.; Mr. Clucas is pr director of Crown Zellerbach Corp.

Ranny Daly, station manager of WAAA Winston-Salem, N.C., named vp of Laury Assoc. which owns station and WSRC Durham, N.C. He will retain his current responsibilities as station manager of WAAA.

James T. Aubrey Jr., president of CBS-TV, named chairman of Brand Names Week Planning Committee for 1961. He also becomes member of board of directors of foundation for 1960-61 term. As chairman of committee, Mr. Aubrey will organize and direct promotion of Brand Names Week, scheduled for May 4-14.

MR. HENNESSY

Thomas J. Hennessy III, vp in charge of sales for WJBF (TV) Augusta, Ga., appointed station manager. Previously he was operations manager and sales manager at WJBF and is veteran of 13 years in broadcasting.

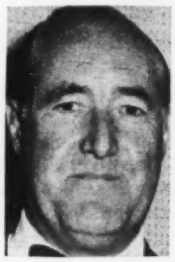
Norman (Bud) Messner, sales manager of WCBG Chambersburg, Pa., promoted to president and general manager. **Bill Sullivan,** program director, becomes station manager.

Russ Raycroft, formerly of WGN Chicago, joins KPLR-TV St. Louis, as station manager.

Doug Manship, general manager of WBRZ-TV Baton Rouge, elected president of Louisiana Assn. of Broadcasters. Other officers: **John Screen,** WDSU New Orleans, radio vp; **Willard Cobb,** KALB-TV Alexandria, tv vp; **John Chauvin,** WFPR Hammond, treasurer. Elected directors: **Willie Bordelon,** KAPB Marksville; **Louis Read,** WDSU New Orleans; **Tom E. Gibbens,** WAFB-TV Baton Rouge; **Chris Duplechain,** KVPI Ville Platte, and **Winston B. Linam,** KSLA-TV Shreveport.

Return of a veteran broadcaster

Frank E. Mullen, former vice president and general manager of NBC, has been named vice president of KSTP Inc. (KSTP-AM-TV Minneapolis-St. Paul, KOB-AM-TV Albuquerque, and WGTO Cypress Gardens, Fla.)



MR. MULLEN

Mr. Mullen's new association was reported to the FCC by KSTP Inc., which has applied for a radio station in New York on 770 kc—the frequency now occupied by ABC's owned WABC New York. According to the KSTP letter to the commission, Mr. Mullen will be general manager of the New York station—if it is granted. (See story page 77).

The KSTP application for ABC's New York outlet was filed early this year (BROADCASTING, Feb. 29) as one move in a long controversy between ABC and KOB Albuquerque over the rights to clear channel operation on 770 kc. The latest FCC order in the case, issued Sept. 3, 1958, instructed both WABC and KOB to install directional antennas to protect each other from interference.

Stanley Hubbard is president and a principal stockholder of KSTP Inc.

Mr. Mullen was with NBC from 1926 to 1948. Since leaving the network he has engaged in a number of enterprises related to broadcasting. From 1948 to 1951 he owned 10% of KMPC Los Angeles and from 1948 to 1949 he was president of WJR Detroit, WGAR Cleveland and KMPC—all three of which were then principally owned by the late G.A. (Dick) Richards. At the time Mr. Mullen joined the Richards operation, it was engaged in a license revocation procedure before the FCC. Later, the licenses were renewed. The stations all changed ownership after the death of Mr. Richards.

Mr. Mullen has been a consultant in Los Angeles since 1952. He also is president and 60% owner of Scenic Backgrounds Inc., Los Angeles, which builds scenery for movie and tv productions; president and 80% owner of Mullen-Buckley Uranium Corp. of Carson City, Nev., and of Mullen-Buckley Corp., Los Angeles, leaseholding and general business; and is a director of World Wide Information.

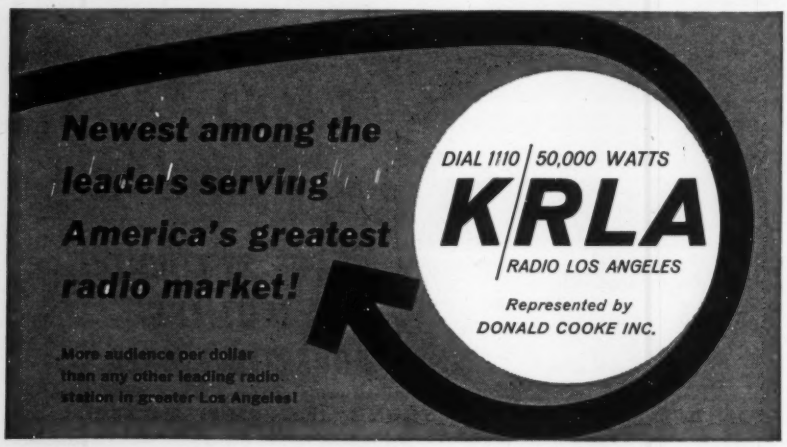
The KSTP Inc. letter to the FCC last week said Mr. Mullen would move to New York if the FCC granted the ABC facility to the Hubbard group.

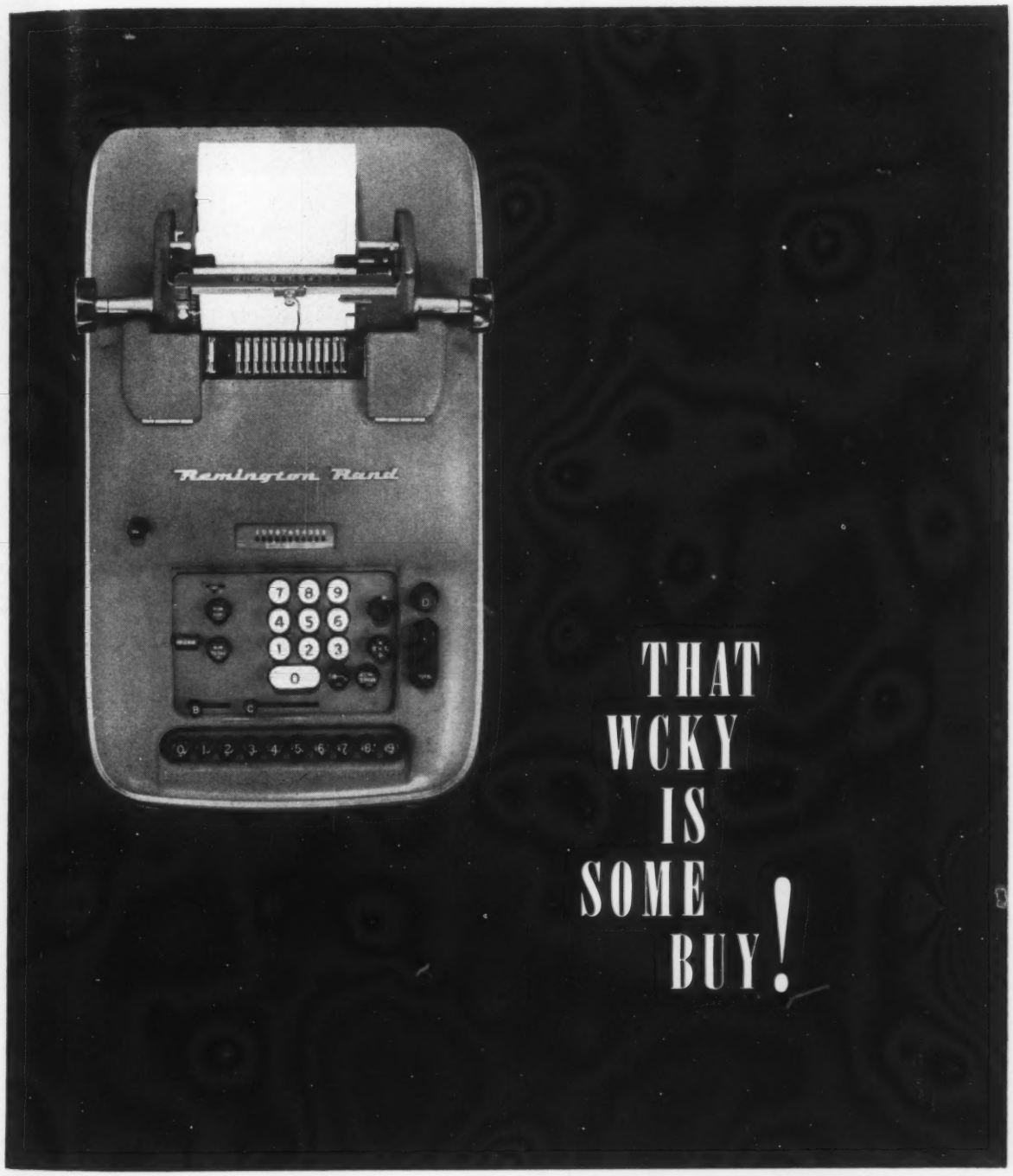
Mort Hall, formerly director of WBBM Chicago's creative department, joins J. Walter Thompson, that city, in creative position. He had been with WBBM for 17 years.

William B. Peavey, senior account executive at Blair Tv, San Francisco, joins Young Tv, that city, as West Coast manager.

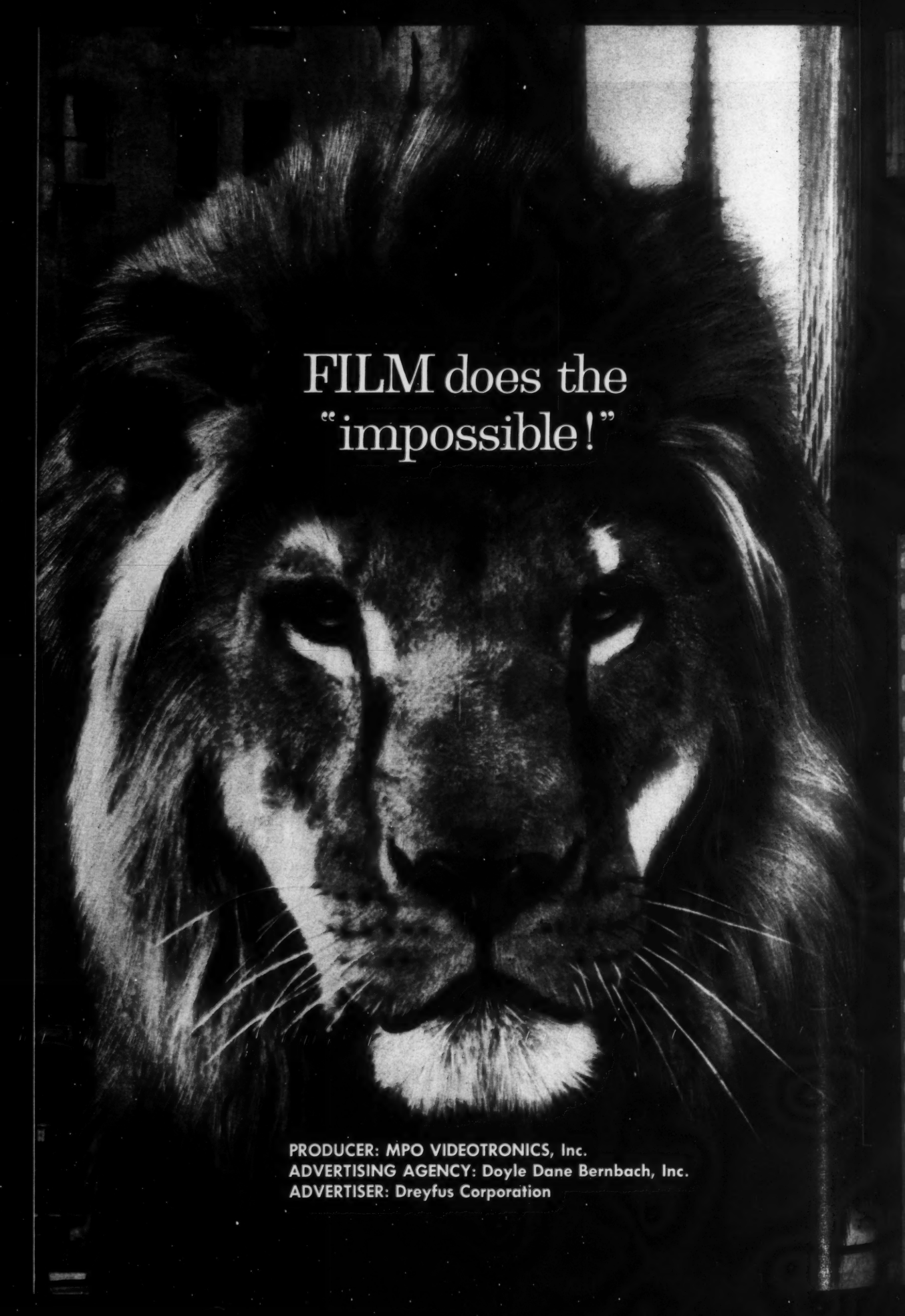
Richard Meeker appointed national sales representative for KNXT (TV) Los Angeles. **Sylvia Wilder** named sales traffic manager and **Jack Van Volkenburg** becomes sales service manager.

Pat Cranston, assistant professor in School of Communications at U. of Washington, elected president of new


Newest among the leaders serving America's greatest radio market!
More audience per dollar than any other leading radio station in greater Los Angeles!
DIAL 1110 / 50,000 WATTS
KRLA
RADIO LOS ANGELES
Represented by
DONALD COOKE INC.



Here's all you have to do to prove it. Feed that huge Nielsen circulation and those low rates into the computer. When the gears stop whirring, you'll find that WCKY delivers a cost-per-million that'll stagger you. AM Radio Sales has the facts to back it up—50,000 WATT WCKY IS SOME BUY IN CINCINNATI!



PRODUCER: MPO VIDEOTRONICS, Inc.
ADVERTISING AGENCY: Doyle Dane Bernbach, Inc.
ADVERTISER: Dreyfus Corporation

That's how it happens that you and millions of other viewers can see (and remember)—the lion strolling Wall Street.

Same with so many other commercials, some rich with optical effects . . . others, live with animation! As a matter of fact, it's film that makes both high-polish commercials and animation possible . . . assures you of coverage and penetration world-over.

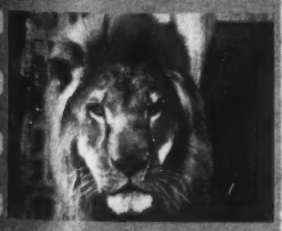
For more information, write
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or **W. J. German, Inc.**
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.



Washington chapter of American Women in Radio and Television. Other officers: **Edna K. Hana,** sales promotion manager of KOMO-AM-TV Seattle, vp; **Joyce Huston,** assistant to operations manager of KING-TV Seattle, secretary; **Wana Dole,** tv co-ordinator of Seattle Public Schools, treasurer.

MR. FLESEY

Jerry Flesey, formerly sales manager of KOIL Omaha, Neb., appointed general manager of KISN Portland, Ore. Both are Star stations which also include KICN Denver.

Harlyn (Hal) Fisher, sales manager of WGRD Grand Rapids, promoted to general manager, succeeding Glenn LePard who accepts similar position at WION Ionia, both Michigan.

Fred Beck, formerly account executive at WVIP Mt. Kisco, named station manager of WGLI Babylon, both New York.

Tom McCollum, general sales manager at KKAA Honolulu, assumes duties as assistant general manager in addition to current responsibilities.

MR. ANDREWS

Bill Andrews appointed general sales manager of KTVT (TV) (formerly KFJZ-TV) Ft. Worth, Tex. He formerly was in local and national sales with old KFJZ-TV and before that was with Independent Television Corp. **Bill Johns,** formerly news director at KOAT-TV Albuquerque, N.M., to KTVT (TV) in similar capacity.

Richard Purtan, formerly with WHEN Syracuse, N.Y., to WMBR Jacksonville, Fla., as air personality. Earlier story (BROADCASTING, Sept. 12) identified Mr. Purtan with station's news department of which he is not a part.

Philip H. Roberts, formerly night news editor at WCOJ Coatesville, Pa., to WAAT Trenton, N.J., as director of news.

Jan Michaels, formerly with Voice of America, joins news staff of WQMR Silver Spring, Md. **Richard Rael** joins program department.

Dave Dary, formerly news editor at KWFT Wichita Falls, to KTSA San Antonio, both Texas, as managing news editor.

Marvin Scott, formerly news editor at WHTN-TV Charleston, W.Va., to WCOL Columbus, Ohio, as news editor.

Earl McDaniel, vacation disc jockey at KFWB Hollywood, named member of permanent staff.

John Harrington, formerly with KFBK Sacramento, named news director of KVIP-TV Redding, both California.

Leo Minton appointed news director of KULA Honolulu. He formerly was with news departments of KGMB and KGU, both that city.

Ray Norene, engineer at WBBM-TV Chicago and veteran CBS employe, granted leave of absence to serve Democratic Party as audio engineer at its national headquarters in Washington, D.C. He returns to station Nov. 8.

Norman H. Sloane appointed business manager of KABC-TV Los Angeles. He had been station's sales service manager.

Robert M. Light, Southern California Broadcasters Assn., elected radio media director of Advertising Assn. of the West.

Bill Friedkin, formerly producer, director and writer at WTTW (TV) Chicago, non-commercial station, joins WGN-TV, that city, as writer. **Jim McGinn,** formerly producer at DePaul U. and floor director at WGN-TV, to station's writing staff.

James J. Sieger named continuity supervisor for KDKA Pittsburgh.

James Riedy, founder and editor of *Fm Guide* magazine, to WSBC-FM Chicago as administrative assistant in charge of pr and assisting on planning and creation of programs.

Bob Fuller, formerly newsman with KTVH (TV) Little Rock, Ark., to KMTV (TV) Omaha, Neb., succeeding **Floyd Kalber** who joins NBC-TV Chicago.

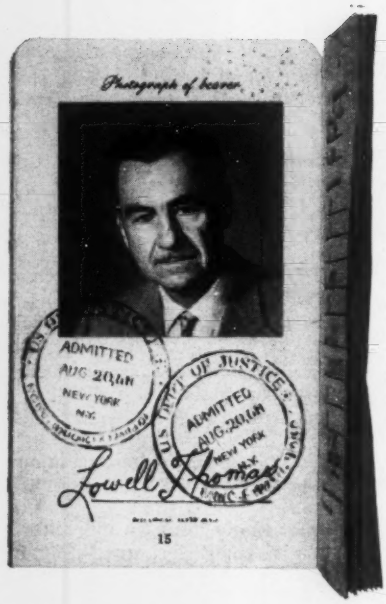
Virginia Gale, women's personality on WGN Chicago, signs as hostess for daily feature film series on WGN-TV.

Ed Miller, formerly with WJBW New Orleans, and **John Bradshaw** and **Roy McKee,** formerly with WBBM Chicago, all join KOME Tulsa, Okla.

Jack Gregson named news director of WLBW-TV Miami (new ch. 10 facility scheduled to go on air after Oct. 1). He formerly was announcer and special events commentator for various tv shows.

George Baumann joins news department of WBZ-TV Boston.

Jack Brooks, formerly news and program director at WCCC, to WPOP,



LOWELL THOMAS

For the sixth successive year Lowell Thomas is on CBS Radio for General Motors. World traveler, explorer, lecturer, author, his first-hand knowledge of people and places gives his newscasts special color and authority. And his long-term association with a single company points up the cumulative advantage of sponsoring an outstanding personality year after year. In all radio Lowell Thomas—and his colleagues—are the kind of company you keep

ONLY ON CBS RADIO

both Hartford, Conn., as news director.

Jerry Grove, acting news director at WIBG Philadelphia, named news director.

John Babcock, formerly with KFWB Los Angeles, to news staff of KMPC, that city.

Dr. Edward C. Lambert appointed consultant on educational programming at KMOX St. Louis. Dr. Lambert is professor of journalism at U. of Missouri.

Warren (Bud) Williamson III appointed assistant general manager of WKBN-AM-TV Youngstown, Ohio. He had been pr director. **Richard G. Newcomer** succeeds Mr. Warren. **Jack Hartley** named to newly created post of sales promotion manager.

Bernie Mann, formerly with WAKE Atlanta, Ga., named sales manager of WTRY Albany-Schenectady-Troy, N.Y.

MR. RUPERT

Donald P. Rupert, account executive at WRIT Milwaukee, promoted to sales manager. He fills vacancy created by Parker Daggett who became general manager of KBOX Dallas. Both are Balaban Stations.

John R. Evans, appointed national sales manager of KMCS-FM Seattle, Wash. Previously, he was account executive at KIRO and KOMO, both that city.

DeWitt C. Mower, appointed sales manager of WKYR Keyser, W.Va. He formerly was western sales manager for MBS.

Joseph A. Reid, account executive at CBS Radio, appointed merchandising director at WCBS New York.

Donn E. Winther, appointed advertising and sales promotion director of WBZ-AM-FM-TV Boston, succeeding **William B. Colvin** who joins TvB. Mr. Winther had been advertising and promotion director of WFIL-AM-FM-TV Philadelphia (FATES & FORTUNES, Sept. 12). **Donald W. O'Shea,** WBZ-TV field sales coordinator, promoted to account executive. **Lawrence E. Feeney** succeeds Mr. O'Shea.

Jerry Clark, formerly account executive with WFIE-TV Evansville, Ind., to KWWL-TV Waterloo, Iowa, in similar capacity.

Robert W. Allen, formerly of WEEI Boston, joins WCBS New York sales staff. Other new account executives: **Jack E. Baker,** previously of Grant Webb; **Richard L. Branigan,** WMGM New York, and **Jerome K. McCauley,** WABC, that city.

Tom Morris, formerly with WTIX New Orleans, to KOME Tulsa, Okla., as account executive.

Harry P. Sherinian Jr., assistant sales promotion director of KTVU (TV) San Francisco-Oakland, to similar post at KCBS San Francisco.

MR. JOHNSON

Phil Johnson appointed promotion manager for WWL-TV New Orleans. Formerly he was pr director at Fountainebleau Motor Hotel, that city, and reporter with *New Orleans Item.*

James Mergen, formerly with KYA San Francisco, to sales staff of KLAC Los Angeles as account executive.

Frank Howard, Edward Petry & Co., elected president of New England Assn. of Radio & Television Representatives. Other officers: **William A. Creed,** Foster & Creed, vp; **John King,** Peters, Griffin, Woodward, secretary-treasurer; and **Bruce Patterson,** Blair TV, and **Bob Reardon,** Weed & Co., both on board of directors.

Alex Dreier, newscaster at WNBQ (TV) and WMAQ Chicago, elected president of Academy of Television Arts & Sciences, that city, succeeding **Irv Kupcinet.**

Janet Byers, advertising and sales promotion manager of KYW Cleveland, on Oct. 3 joins Crowell-Collier Broadcasting (KFWB Los Angeles, KEWB San Francisco, KDWB Minneapolis-St. Paul) as advertising manager.

Franklin Rohner joins program development staff of CBS-TV, Hollywood, as program associate. He formerly was in talent and properties department.

Stan Lipp, formerly program director at WNBH New Bedford, Mass., to WJAR Providence, R.I., in similar capacity.

Richard O'Neill, announcer-personality at WCID-TV Danville, Ill., promoted to program manager.

Robert E. Parker, formerly farm director and promotion manager at WBAY-AM-TV Green Bay, Wis., to Aubrey, Finlay, Marley & Hodgson, Chicago, as member of farm staff. **Allan C. Gordon,** formerly account executive at Marsteller, Rickard, Gebhardt & Reed, that city, also joins AFM&H.

New post

Neville Miller, NAB president from 1938-1944 and communications attorney in the firm of Miller & Schroeder, was elected chairman of the District of Columbia Redevelopment Land Agency last week. As chairman, he will be responsible for carrying out Washington's urban renewal program. Mr. Miller was mayor of Louisville, Ky., from 1933-1937. He served as assistant to the president of Princeton in 1938, and took up private law practice in 1945. He has also served as senior deputy chief of the Balkan Mission of the United Nations Relief & Rehabilitation Agency (UNRRA). Mr. Miller was sworn in Sept. 12 as a member of RLA (BROADCASTING, Sept. 19), which is a parttime activity.

John F. Sauer, formerly professional football player and coach, appointed sports director of WING Dayton, Ohio.

Ken Parker, formerly entertainment editor of *San Gabriel* (Calif.) *Valley Tribune,* joins KTLA (TV) Los Angeles as assistant publicity director.

Kenneth C. Philo, appointed art director of KYW-TV Cleveland. He formerly was assistant art director at KMTV (TV) Omaha, Neb.

Robert Lawson, formerly with WHAS Louisville, Ky., to WCKY Cincinnati as staff announcer.

Ray Check and **Dave Stewart** join WHAY Hartford-New Britain, Conn., as air personalities. They formerly held similar positions at WNAB Bridgeport, Conn., and WBEC Pittsfield, Mass., respectively.

Bob Menefee and **Ed Harvey** join WCAU Philadelphia as air personalities.

Ben Wills and **Claude Abbott** join WQTY Jacksonville, Fla., as air personalities.

Programming

Pieter E. van Beek elected president of Teco Inc., Chicago, succeeding **S.I. Marks** who resigned. Mr. Marks was re-elected treasurer. Teco is allied with Zenith Radio Corp. in Phonevision and has signed agreement with RKO General in proposed Phonevision test of WHCT (TV) Hartford, Conn.

Walter Bien, formerly head of production of tv commercials and industrial films at Warner Bros., has formed his own organization, SIB Productions, with headquarters at Paramount Pictures Studio, Hollywood, to produce commercials and industrial films in cooperation with Paramount.

Sidney A. Dimond becomes president of Creative Associates Inc., Boston, new tape specialty packaging firm. **Jim Loomis,** formerly with Radio Press International, named client service supervisor and **Dennis Oppenheim,** formerly with WHDH, that city, named production coordinator. Address: 690 Dudley St., Boston, Mass. Phone Columbia 5-5518.

Fred Watkins, formerly of KTHS Little Rock, joins United Artists Assoc., Dallas, as account executive. **Frank LeBeau,** UA-TV, also named to Dallas office of UAA, and **Paul Weiss** joins Chicago office. He formerly was with Columbia Pictures.

John B. Oettinger, formerly with Wilbur Streech Productions, N.Y., joins editing staff of Elliot, Unger & Elliot, that city, division of Screen Gems.

Al Wallace, account executive at Videotape Productions of New York Inc., granted 8-week leave of absence to join Nixon-Lodge campaign group.

William Kosh, formerly editor of *T.V. Graphics,* joins Producing Artists, N.Y., as executive editor.

Valentine Davies, first vp of Academy of Motion Picture Arts & Sciences, has become president, succeeding the late **B.B. Kahane,** who died Sept. 18. **Wendell R. Corey,** second vp, automatically stepped up into first vice presidency. New second vp will be elected by board at future meeting.

Tim Parker, AP Texas bureau executive, named chief of Charlotte, N.C., bureau, succeeding **Paul Hansell,** appointed chief of Miami bureau. He succeeds **Noland Norgaard,** named chief of Denver bureau, as **Sanky Trimble,** former Denver head, becomes bureau executive in Dallas.

Pinky Vidakovich, news director of WWL New Orleans, elected president of United Press International Broadcasters of Louisiana, succeeding **Clarence Faulk** of KRUS Ruston. **Kerry Nicklas** of KMRC Morgan City elected first vp and **Jack Moore** of WARB Covington named second vp.

Herbert Coleman, motion picture and tv producer, forms own company in Hollywood and will deal strictly in movies. He has been producer of *Checkmate,* new CBS-TV series and before that was with Alfred Hitchcook.

Harold D. Cohen, formerly artists executive and packaging agent at Ashley-Steiner, N.Y., and director of business affairs at ABC, opens own office for representation and management of

ARTHUR GODFREY

A legend in his own time. A personality without peer. Philosopher, story teller, news maker, catalyst, he brings to each listener an immediate sense of personal participation. As if that weren't enough, he just happens to be the greatest salesman in broadcasting history. In all radio, Godfrey is the kind of company you keep . . .

ONLY ON CBS RADIO

literary, theatrical, tv and motion picture producers and talent.

Jack H. Harris, signs with CBS-TV Network to develop new hour-long series for early 1961, which will utilize "Harriscopix," Mr. Harris' copyrighted system of unusual theatrical effects.

Earle B. Harris, formerly production manager of NBC Opera Theatre, joins International Telemeter Co., N.Y., as production manager.

Carl H. Goldstein, with Screen Gems syndication sales staff, appointed SG's sales representative in San Juan, Puerto Rico.

Frederic Kaplan, formerly in tv-radio-motion picture department of New York U., to Lionel Rogosin Productions, N.Y.

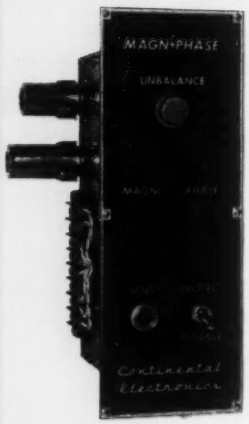
Fred Stover, assistant art director at ABC-TV, promoted to art director for scenic services department.

Carlos Franco, formerly chairman of broadcasting committee of American Assn. of Advertising Agencies, appointed director of national sales for Community Club Awards, N.Y.

Equipment & Eng'ring

Julius D. Winer, vp and director of Capehart Corp., Richmond Hill, N.Y., elected president, filling vacancy created by death of his brother **Jack M. Winer,** who died last month.

MAGNIPHASE®



LINE PROTECTION SYSTEM

MAGNIPHASE — protects antenna system from damage caused by static discharge or transmission line faults.
MAGNIPHASE — will instantaneously squelch transmitter output, preventing arc from being sustained by RF energy.
Immediately self-restoring, transmitter interruption goes unnoticed on the air.

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SUBSIDIARY OF LING-TEMCO ELECTRONICS, INC.

Nunn in NASA post

Appointment of **Robert G. Nunn Jr.** to work on communication satellite non-military policies was announced last week by Dr. T. Keith Glennan, administrator of the National Aeronautics & Space Administration. Mr. Nunn was named as special assistant to Dr. Glennan. Mr. Nunn will handle matters that include coordination of NASA communications activities with government agencies, with industry and with other countries. Among these are such items as frequency assignments, availability of launch vehicles and facilities and international agreements. New assistant served four years in Army during World War II and was in private law practice for eight years in Washington and in Terre Haute. He joined office of general counsel of Air Force in 1954 and became NASA assistant general counsel in 1958.

Gen. Frederick L. Andersen appointed to board of directors of Astro-Science Corp., Los Angeles, which is parent company of American Concertone Div., producer of magnetic tape recorders and tape equipment.

Dr. Zvi Prihar appointed assistant director of telecommunications at Page Communications Engineers Inc., Washington, D.C.

Joseph Novik, formerly with broadcast division of RCA, appointed manager of broadcasting division of Industrial Transmitters & Antennas Inc., Lansdowne, Pa.

Brig. Gen. David Sarnoff, board chairman of RCA, presented with 1960 Personal Achievement Award of Deafness Research Foundation.

Sarkes Tarzian, founder of Sarkes Tarzian Inc., Bloomington, Ind., manufacturer of broadcast equipment, named one of 11 recipients of 1960 American Success Story Awards, presented annually to people who rose from humble beginning to become owners of large industries.

Oliver Read, formerly publisher of *Electronics World* magazine, editor-publisher of *Popular Electronics* and publisher of *HiFi-Stereo Review,* joins staff of instruction department of National Radio Institute, Washington, D.C.

Robert G. Lynch, sales executive at Sylvania Electric Products, N.Y., named equipment sales manager of Sylvania Electronic Tubes.

Ercell B. Harrison appointed general manager of Peerless Electrical Products Div. of Altec Lansing Corp., Anaheim, Calif. Mr. Harrison has been with Peerless for 20 years. Company designs and manufactures transformers and power supplies for electronic applications.

Lloyd R. Day, manager of planning at RCA Electron Tube Div., named manager of new business development.

Leon H. King appointed to newly created position of assistant to vp of Jansky & Bailey, Washington, D.C., division of Atlantic Research Corp. He has been with firm for three years.

Herbert H. Rosen, formerly assistant director for educational programs for National Aeronautics and Space Administration, appointed corporate director of pr for Hoffman Electronics, Los Angeles.

John C. Calahan appointed manager of merchadising and sales promotion for radio receiver department of General Electric Co.

Donald R. Carlson named EMCOR Ingersoll Products Div. sales manager. Company is subsidiary of Borg-Warner Corp., Elgin, Ill. **Edward P. La Kafe** appointed chief engineer.

William R. Luebke appointed senior scientist in research division of Eitel-McCullough, San Carlos, Calif., manufacturer of electron power tubes. **Dr. Richard Lagerstrom** named senior research scientist and **Dr. George Caryotakis** appointed senior project engineer.

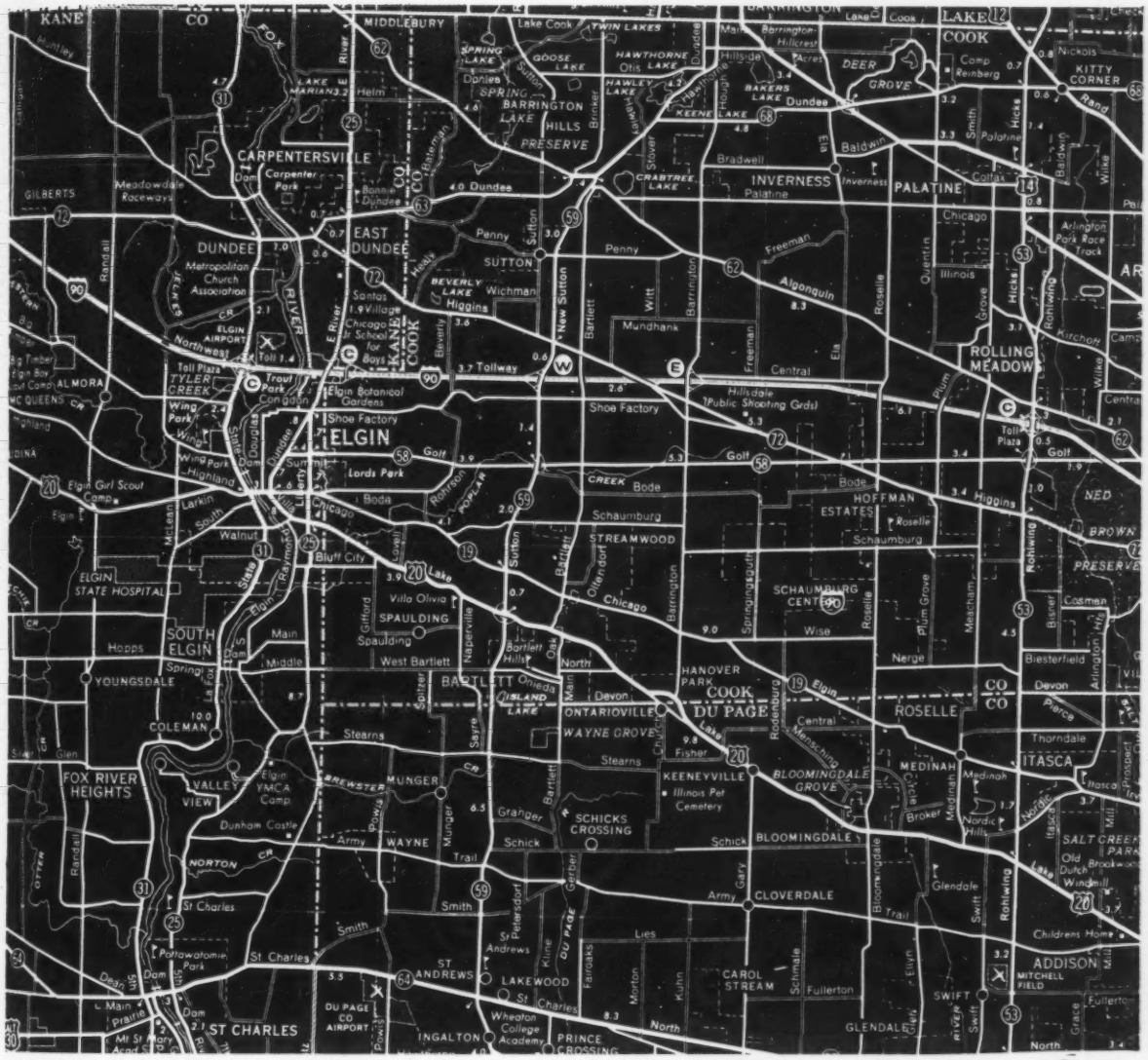
International

MR. MILLS

Alan Mills appointed vp and general manager of new Toronto operation of Bonded TV Film Service (Canada) Ltd. He formerly was president of Tv Editorial Services Ltd., that city, and before that was film producer in Toronto office of McCann-Erickson Ltd.

Harvey C. Freeman, manager of CFCH North Bay, Ont., will also manage CKGN-TV North Bay, recently acquired by the Thomson interests, which own CFCH.

Louise de Broin, formerly with Mac-



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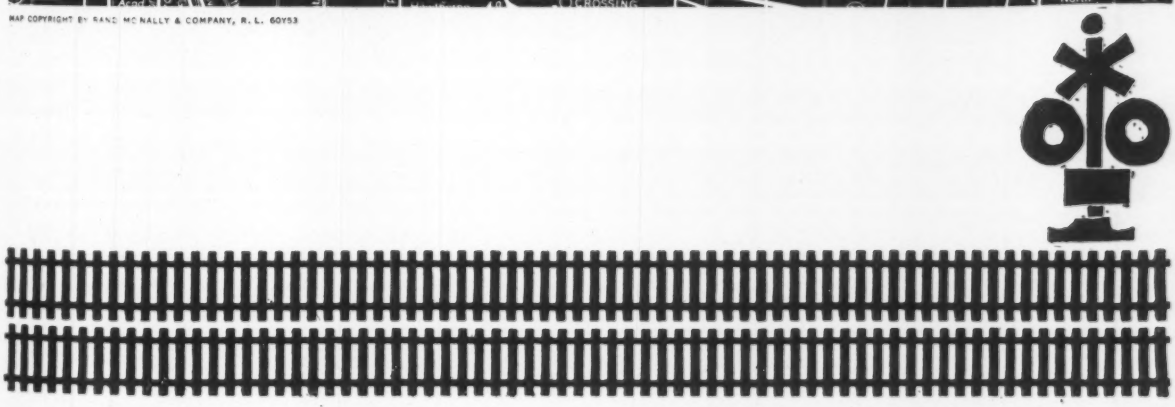

one double-track railroad (built by private enterprise) can carry the freight traffic of 20 four-lane highways (built with your tax money).

In everyone's interest, public policy should give the railroads the opportunity to compete with other forms of transportation on a fair and equal basis.
ASSOCIATION OF AMERICAN RAILROADS, WASHINGTON, D. C.

Laren Adv., Montreal, to CJMS, that city, as pr director.

Louis Applebaum, music director of annual Music Festival at Stratford, Ont., named music consultant of Canadian Broadcasting Corp. for English-language network.

Allied Fields

Dr. Arthur Kirsch, supervisor of research and quality controls at American Research Bureau, Beltsville, Md., promoted to research manager.

Dale Remington, formerly NBC-TV *Monitor* correspondent, joins Broadcaster's Aids, N.Y., radio, tv publicity service of Public Relations Aids Inc., as executive director.

Armand Ouellette joins staff of marketing and social research division of The Psychological Corp., N.Y., research firm dealing with human behavior.

Dr. Alfred C. Horsch joins Institute for Motivational Research, Croton-on-Hudson, N.Y., as staff specialist in marketing methods.

Deaths

James Duncan Webb, 51, president of C.J. LaRoche & Co., N.Y., died Sept. 15 following short illness. He joined agency in 1951 as executive vp after serving with Young & Rubicam, that city, as vp and account supervisor.

Harry H. Lockhart, 36, disc jockey for WWSW-AM-FM Pittsburgh, died Sept. 19 following heart surgery. He had been with station since 1951.

FANFARE

FLYING FOR 'BLUE ANGELS'

Stations go to sky to promote new tv show

"See *Blue Angels* on ch. 7" was the airborne advice of WABC-TV New York over the Labor Day weekend. The message, which was skytyped in white smoke 65 times and was visible over a 50-mile area, sparked the station's promotional effort on behalf of the new *Blue Angels* series starting tonight on WABC-TV (Mon. 7-7:30 p.m.). The promotion of the series, which dramatizes the adventures of the U.S. Navy's flight demonstration team, was one of many planned by stations across the country. California National Productions had sold *Blue Angels* in 104 markets as of last week. Other exploitations include Continental Oil Co.'s posting of 237 billboards to herald the dates and times of the series throughout the 68 markets where it sponsors the tv show; a public demonstration by the Blue Angels in the skies above Altoona, Pa., on Sept. 17, just prior to the series' debut over WSBA-TV in that city, and an aerial personal appearance next month by the same group in Atlanta, Ga., as part of the dedication ceremonies for new naval reserve installations there, which will draw attention to the series premiere on WAGA-TV Atlanta. Grumman Aircraft Corp., manufacturers of the F11F-1 Tiger Jets used by the Blue Angels, also is lending fanfare support. A Navy training film, made by Grumman, with Robert Taylor narrating, is being made available to tv stations for special local promotions of the *Blue Angels* series.

International audience

Canadian audience of WICU-TV Erie, Pa., has grown so fast in recent months that the station brought its daily program *Pappy and His Puppet Pals* to Tillsonburg, Ont., to put on a paid performance at the Strand Theatre. In all, 1,275 children filled the theatre for two performances recently. Children came from nearby cities of London, St. Thomas, Simcoe, Port Burwell and other points to see the show. The Tillsonburg Canadian Legion and the local Boy Scouts association made presentations to the show's producers for their aid in Tillsonburg civic events. A return show is scheduled for late in October.

Funeral march ■ WLEU Erie, Pa., commemorated the one year death of rock 'n' roll music on the station with a reenactment of the original funeral march to the public dock where 7,000 r 'n' r records had been tossed to a watery grave the previous year. Among the hundreds witnessing the ceremonies were gospel singer Mahalia Jackson (see photo) and WLEU announcer Frank Davis. Miss Jackson, holding records retrieved by area skin divers, said they were "all warped—just like rock 'n' roll." WLEU broadcast the proceedings at 1:35 p.m., identical time of the original ceremonies the year before.

CCS invades Chicago

Community Club Services Inc. launched its merchandising awards plan campaign in Chicago Sept. 7, with support from Mayor Richard J. Daley in the form of a proclamation of "Community Clubs Day."

Approximately 3,000 women representing over 500 civic and other organizations attended mass meetings to hear details of the plan, being conducted in cooperation with WAIT, MBS

More than a decade of Constructive Service

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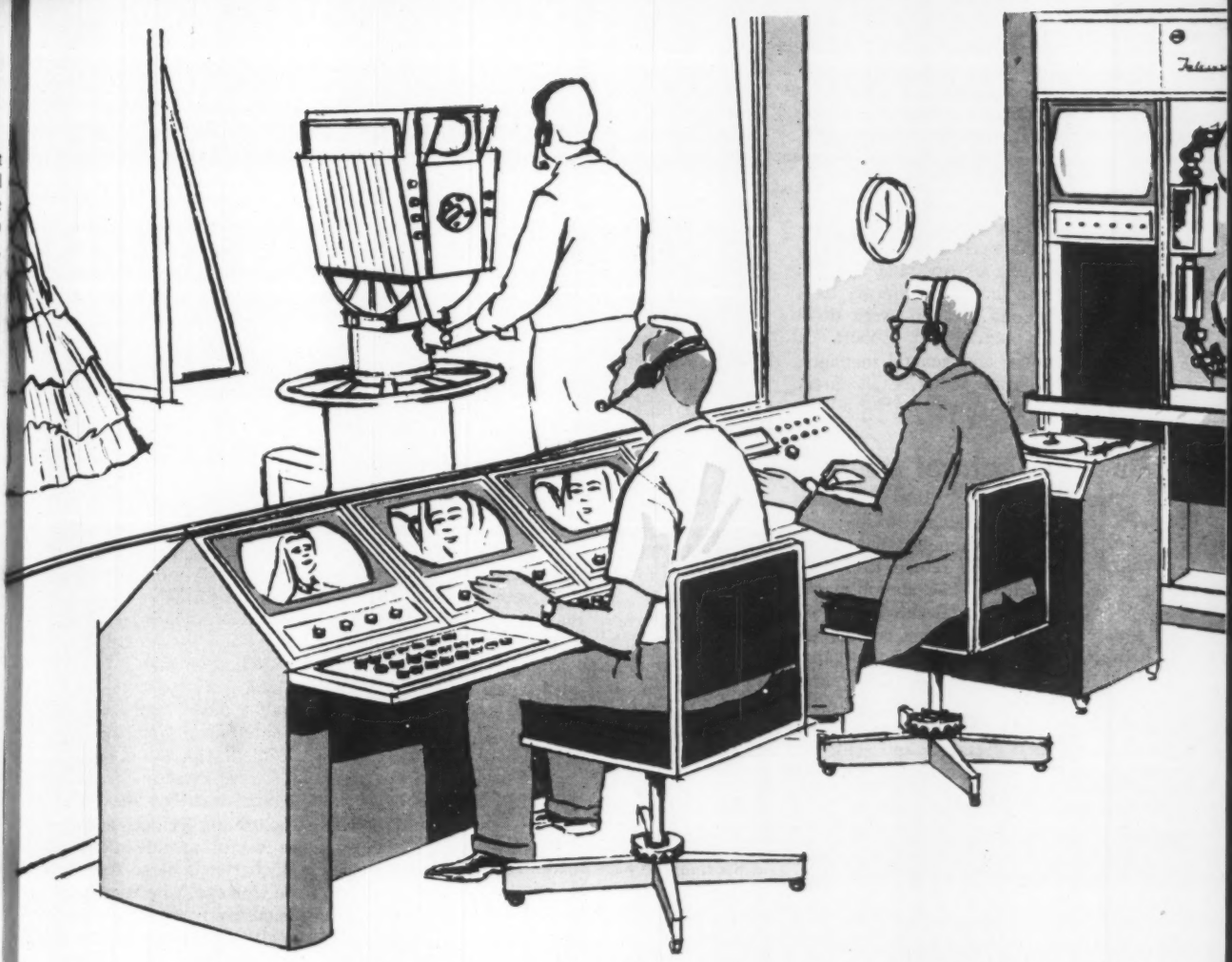


Get the TV Tape System with a "Matched" Line of Program Production Equipment

With an RCA TV Tape System you get equipment that is *designed* for incorporation into a complete package. You get everything you need from one reliable source of supply—from cameras to TV tape recorders, including audio, switching, and special effects. You obtain equipment with a background of experience that is without equal in the film and television industries. You get the finest pictures—both color and black-and-white . . . Why risk the chance of failure with unmatched equipment when you can get equipment from RCA that is matched—both electrically and mechanically—to work in a system.

Broadcast and Television Equipment • Camden, New Jersey

RCA TV Tape Recorder • RCA Video Equipment • RCA TV Film Equipment • RCA Audio Equipment • RCA Switching and Special Effects • RCA Film Recording Equipment (Studio or Mobile—Monochrome or Color)

WHY NOT LET AN "OLD HAND" ASSEMBLE YOUR TV TAPE PRODUCTION PACKAGE?

Free Brochure on RCA Customized TV Tape System is available. See your RCA Representative. Or write to RCA, Dept. LC-22, Building 15-1, Camden, N.J.

The Most Trusted Name in Electronics

® RADIO CORPORATION OF AMERICA

affiliate, in that city. The campaign runs Sept. 19 through Dec. 18, with clubs standing to gain $10,000 through purchases of 20 advertisers involved.

The Community Club awards plan has appeared in over 300 markets since its inception and is slated for about 175 for the fall season. The campaign also has been held in Canada and is expanding to Australia and Japan, according to John Gilmore, CCS president. Among speakers were Boyd Lawlor, CCS consultant; Robert O. Miller, president and general manager, and Mrs. Gertrude Miller, CCA director, both of WAIT, and several advertising representatives.

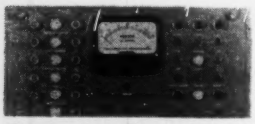
Back-to-school drive

Disturbed by the fact that only 11% of Toronto students finish grade 13, CHUM there launched a crusade to get youngsters to return to school and stay in school. The station wrote back-to-school messages and sent them to movie studios, recording companies, networks, etc., with the request that stars record the messages and return them to CHUM. Among the many responding were James Mason, Pat Boone, Sam Levenson and Gordon MacRae. Sports stars recorded the spots as did entertainers visiting Toronto. The request became part of the station's interviews.

SIMPLE-RELIABLE REMOTE CONTROL

Studio Control Unit

Continental's dependable Transmitter Remote Control offers simplified logging with single meter; all-relay pushbutton control of one or two transmitters. It may be operated over a single phone line, and is ideally suited for directional stations. Write for details today.



Transmitter Control Unit

Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd.
Dallas 27, Texas EV 1-1135
SUBSIDIARY OF LING-TEMCO ELECTRONICS, INC.

What's in a name?

In an attempt to inject interest and excitement in station break announcements, WNTA-TV New York, starting this week will spotlight New York Metropolitan area residents with unusual names in the station break periods. For example, Rosemary Love of Manhattan and Charles Kiss Jr. of Jackson Heights, L.I., will be filmed together and say in unison: "It's all love and kisses on ch. 13." Ronald P. Barnum of Brooklyn and George Bailey of Manhattan will tell viewers that "The greatest shows on earth are on channel 13."

Others to appear will be Carl F. Kennedy of Manhattan and David A. Nixon Jr. of the Bronx; John B. Morning of Manhattan, Dennis Noonan of the Bronx and Ralph A. Knight of Manhattan. Other teams will bear the names of Romeo and Juliet, Napoleon and Josephine, Fine and Dandy, Scotch and Soda and Red, White and Blue.

A contest was held offering $50 to the student who sent in the best letter stating why he (or she) was going back to school. "The high calibre of letters was enough to restore any cynic's faith in teenagers," CHUM reports. Hit parade charts bore the messages; mobile cruisers bore slogans. The station intends to renew the campaign in November when, it has learned, many students become discouraged and there is a danger of their dropping out of school.

Nothing on but KXOA

Visitors to the California State Fair at Sacramento were encouraged to carry a portable radio tuned to KXOA, that city, which was broadcasting clues to the whereabouts of the key to the treasure chest exhibited there. Each day of the fair, until the key was found, the station gave clues relating to the fairground area. The finder received $50 in cash, wristwatches for a lady and a man, a color camera and accessories, accomodations for the whole family at Lake Tahoe and other prizes. Girls clad only in barrels bearing the sign "I'm going to the State Fair with nothing on but KXOA," paraded the grounds. A sexy female voice on the air urged listeners to attend the fair treasure hunt, using the same tagline.

'P.J. Pattie'

CFCF-TV Montreal, new television station in Canada's largest city, is looking for a girl to be hostess on its late, late show. The program, to be sponsored by Dominion Textile Co. Ltd., (through McKim Adv. Ltd., Montreal) will have as its hostess "Pajama Pattie", an attractive girl just over 18 years of age and living within the 62-mile radius of the station. The search for "Pajama Pattie" will be finalized in a contest among a dozen girls to be decided by advertising agency executives at Toronto and Montreal early in November.

Media coexistence

In a show of civic pride and peaceful coexistence, all media in Rockford, Ill., got together to impress representatives of Chicago's top advertising agencies of the potential in the Rockford market. In addition to two daily newspapers, WJRL, WROK, WRRR, WREX-TV and WTVO (TV) all pitched in to arrange a day where the admen would be entertained and would become acquainted with the community. Two months were spent in preparing a brochure which described the city's financial structure, its facilities and other information useful to advertisers and agencies. A chartered plane flew in 50 admen from Chicago, who were greeted by city officials and taken on a guided tour of the city by members of the stations and the press. Luncheon and a dinner were arranged and golf, swimming and bowling activities were organized in the afternoon.

■ Drumbeats

KSON goes chicken ■ KSON San Diego, Calif., went chicken in a recent promotion campaign. Results: lots of laughs and lots of money. The two week stunt took root at a luncheon (chicken of course) with Hank Guzik, KSON station manager, Dick Meads, former KSON sales manager and partner of Knoth Meads Adv., that city, and Kick Knoth, partner in Knoth Meads Adv. Here's what happened: During all station breaks, clucking chickens, fowl weather reports and chicken time checks came across the air ways. In addition, the station sent to all clients and agencies boxed chicken lunches proclaiming that KSON's rates were chicken feed. And as an anti-climax, the station called listeners every 15 minutes and offered a free chicken—if he or she happened to be tuned in to KSON. Station officials described the stunt as successful from all aspects, noting a single complaint

SUCCESS STORIES

One of a series of salutes to successful radio and TV stations across the nation . . . and to the Northwest Schools graduates who have contributed to their success.

BOB MANUEL, manager of KPON

KPON The Mighty 1580
ANDERSON, CALIFORNIA

Music for Moderns on Color Radio for Northern California

KPON went on the air November 7, 1959, to serve the tri-city area of Redding, Red Bluff and Anderson, California. KPON programs a modern format featuring smooth popular music and old standard tunes tastefully mixed with their "Nifty Fifty" top tunes. KPON has enjoyed tremendous audience acceptance in this rapidly growing Northern California area. KPON continuously keeps on top of the expanding market with news, audience participation shows, special features and broad public service to the area.

Northwest graduates receive plaudits from KPON management:

"TOM RADER handles production and the air staff. Since all commercials aired on KPON are produced and put on tape to assure accuracy and professional sound, Tom's job is a big one. His Northwest training has been a real asset."

"MAX SUKO represents Northwest in the KPON sales department and he fills in on the air as needed. Max does a fine job in both fields and we are pleased to have him as a member of the staff."

"SAM BERNHARDT does an excellent job in servicing accounts and his copy sells merchandise. His ability has contributed much to the success of KPON and reflects the fine training he received at Northwest."

For further information
on Northwest training and graduates available in your area, write, phone or wire

NORTHWEST SCHOOLS

1221 N.W. 21st Avenue, Portland 9, Oregon
Phone CApitol 6-4811
737 N. Michigan Avenue, Chicago • 6362 Hollywood Blvd., Hollywood

—from the Turkey Growers Assn. who wanted to know the beef against turkeys.

Love that mother-in-law? ■ WNBC New York is conducting a "Do You Love Your Mother-In-Law?" contest on the all-night Johnny Andrews program (Mon.-Fri., 12:05-6 a.m.). Listeners are asked to write letters to the station but must reply to this question: do you love her enough to take her with you on a vacation? The writer of the winning letter will win a six-day cruise for three—including mama-in-law—to Bermuda. Runnerup winner will receive three tickets to dinner and theater with you-guessed-it along. The contest closes Sept. 30.

Ahoy! ■ WMAL-TV Washington set sail with a group of advertisers and agencymen from the Washington area on an afternoon's tour of the Potomac to watch the finish of the President's Cup Regatta. Nautical (liquid) refreshment was supplied on the *S.S. WMAL-TV* and a "shanghaied" dance band and tv personalities provided entertainment. Over 300 ad people made up the cruise list. They watched a bevy of beauties costumed to suggest the fall programs scheduled on the ABC-TV affiliate. This was the second year WMAL-TV chartered a Wilson Line boat for such festivities.

FOR THE RECORD

1960 COMMUNICATIONS ACT

Text of amendments passed by Congress

Here is the text of amendments to procedural provisions of the Communications Act signed by President Eisenhower Sept. 13. All these are part of Public Law 86-572. The same law contained changes in other sections of the act pertaining to sponsor identification and deceptive broadcasts. Those changes are reported in text beginning on page 68 of this issue.

AN ACT

To promote the public interest by amending the Communications Act of 1934, to provide a pre-grant procedure in case of certain applications; to impose limitations on payoffs between applicants; to require disclosure of payments made for the broadcasting of certain matter; to grant authority to impose forfeitures in the broadcast service; and to prohibit deceptive practices in contests of intellectual knowledge, skill, or chance; and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

SHORT TITLE

Section 1. This Act may be cited as the "Communications Act Amendments, 1960".

REPEAL OF PROVISION PERMITTING ACCEPTANCE OF HONORARIUMS

Sec. 2. The third sentence of subsection (b) of section 4 of the Communications Act of 1934 (47 U.S.C. 154(b)) is amended by striking out the following: "; but this shall not apply to the presentation or delivery of publications or papers for which a reasonable honorarium or compensation may be accepted."

SHORT-TERM GRANTS

Sec. 3. Subsection (d) of section 307 of the Communications Act of 1934 (47 U.S.C. 307) is amended by adding at the end thereof a new sentence as follows: "Consistently with the foregoing provisions of this subsection, the Commission may by rule prescribe the period or periods for which licenses shall be granted and renewed for particular classes of stations, but the Commission may not adopt or follow any rule which would preclude it, in any case involving a station of a particular class, from granting or renewing a license for a shorter period than that prescribed for stations of such class if, in its judgment, public interest, convenience, or necessity would be served by such action."

PRE-GRANT PROCEDURE

Sec. 4. (a) Section 309 of the Communications Act of 1934 (47 U.S.C. 309) is amended to read as follows:

"ACTION UPON APPLICATIONS; FORM OF AND CONDITIONS ATTACHED TO LICENSES

"Sec. 309. (a) Subject to the provisions of this section, the Commission shall determine, in the case of each application filed with it to which section 308 applies, whether the public interest, convenience, and necessity will be served by the granting of such application, and, if the Commission, upon examination of such application and upon consideration of such other matters as the Commission may officially notice, shall find that public interest, convenience, and necessity would be served by the granting thereof, it shall grant such application.

"(b) Except as provided in subsection (c) of this section, no such application—

"(1) for an instrument of authorization in the case of a station in the broadcasting or common carrier services, or

"(2) for an instrument of authorization in the case of a station in any of the following categories:

"(A) fixed point-to-point microwave stations (exclusive of control and relay stations used as integral parts of mobile radio systems),

"(B) industrial radio positioning stations for which frequencies are assigned on an exclusive basis,

"(C) aeronautical en route stations,

"(D) aeronautical advisory stations,

"(E) airdrome control stations,

"(F) aeronautical fixed stations, and

"(G) such other stations or classes of stations, not in the broadcasting or common carrier services, as the Commission shall by rule prescribe,

shall be granted by the Commission earlier than thirty days following issuance of public notice by the Commission of the acceptance for filing of such application or of any substantial amendment thereof.

"(c) Subsection (b) of this section shall not apply—

"(1) to any minor amendment of an application to which such subsection is applicable, or

"(2) to any application for—

"(A) a minor change in the facilities of an authorized station,

"(B) consent to an involuntary assignment or transfer under section 310(b) or to an assignment or transfer thereunder which does not involve a substantial change in ownership or control,

"(C) a license under section 319(c) or, pending application for or grant of such license, any special or temporary authorization to permit interim operation to facilitate completion of authorized construction or to provide substantially the same service as would be authorized by such license,

"(D) extension of time to complete construction of authorized facilities,

"(E) an authorization of facilities for remote pickups, studio links and similar facilities for use in the operation of a broadcast station,

"(F) authorizations pursuant to section 325(b) where the programs to be transmitted are special events not of a continuing nature,

"(G) a special temporary authorization for nonbroadcast operation not to exceed thirty days where no application for regular operation is contemplated to be filed or pending the filing of an application for such regular operation, or

"(H) an authorization under any of the proviso clauses of section 308(a).

"(d)(1) Any party in interest may file with the Commission a petition to deny any application (whether as originally filed or as amended) to which subsection (b) of this section applies at any time prior to the day of Commission grant thereof without hearing or the day of formal designation thereof for hearing; except that with respect to any classification of applications, the Commission from time to time by rule may specify a shorter period (no less than thirty days following the issuance of public notice by the Commission of the acceptance for filing of such application or of any substantial amendment thereof), which shorter period shall be reasonably related to the time when the applications would normally be reached for processing. The petitioner shall serve a copy of such petition on the applicant. The petition shall contain specific allegations of fact sufficient to show that the petitioner is a party in interest and that a grant of the application would be prima facie inconsistent with subsection (a). Such allegations of fact shall, except for those of which official notice may be taken, be supported by affidavit of a person or persons with personal knowledge thereof. The applicant shall be given the opportunity to file a reply in which allegations of fact or denials thereof shall similarly be supported by affidavit.

"(2) If the Commission finds on the basis of the application, the pleadings filed, or other matters which it may officially notice that there are no substantial and material questions of fact and that a grant of the application would be consistent with subsection (a), it shall make the grant, deny the petition, and issue a concise statement of

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the reasons for denying the petition, which statement shall dispose of all substantial issues raised by the petition. If a substantial and material question of fact is presented or if the Commission for any reason is unable to find that grant of the application would be consistent with subsection (a), it shall proceed as provided in subsection (e).

"(e) If, in the case of any application to which subsection (a) of this section applies, a substantial and material question of fact is presented or the Commission for any reason is unable to make the finding specified in such subsection, it shall formally designate the application for hearing on the ground or reasons then obtaining and shall forthwith notify the applicant and all other known parties in interest of such action and the grounds and reasons therefor, specifying with particularity the matters and things in issue but not including issues or requirements phrased generally. When the Commission has so designated an application for hearing the parties in interest, if any, who are not notified by the Commission of such action may acquire the status of a party to the proceeding thereon by filing a petition for intervention showing the basis for their interest at any time not less than ten days prior to the date of hearing. Any hearing subsequently held upon such application shall be a full hearing in which the applicant and all other parties in interest shall be permitted to participate. The burden of proceeding with the introduction of evidence and the burden of proof shall be upon the applicant, except that with respect to any issue presented by a petition to deny or a petition to enlarge the issues, such burdens shall be as determined by the Commission.

"(f) When an application subject to subsection (b) has been filed, the Commission, notwithstanding the requirements of such subsection, may, if the grant of such application is otherwise authorized by law and if it finds that there are extraordinary circumstances requiring emergency operations in the public interest and that delay in the institution of such emergency operations would seriously prejudice the public interest, grant a temporary authorization, accompanied by a statement of its reasons therefor, to permit such emergency operations for a period not exceeding ninety days, and upon making like findings may extend such temporary authorization for one additional period not to exceed ninety days. When any such grant of a temporary authorization is made, the Commission shall give expeditious treatment to any timely filed petition to deny such application and to any petition for rehearing of such grant filed under section 405.

"(g) The Commission is authorized to adopt reasonable classifications of applications and amendments in order to effectuate the purposes of this section.

"(h) Such station licenses as the Commission may grant shall be in such general form as it may prescribe, but each license shall contain, in addition to other provisions, a statement of the following conditions to which such license shall be subject: (1) The station license shall not vest in the licensee any right to operate the station nor any right in the use of the frequencies designated in the license beyond the term thereof nor in any other manner than authorized therein; (2) neither the license nor the right granted thereunder shall be assigned or otherwise transferred in violation of this Act; (3) every license issued under this Act shall be subject in terms to the right of use or control conferred by section 606 of this Act."

(b) Section 319(c) of the Communications Act of 1934 (47 U.S.C. 319(c)) is amended by striking out "and (c)" and inserting in lieu thereof "(c), (d), (e), (f), and (g)".

(c) Section 405 of the Communications Act of 1934 (47 U.S.C. 405) is amended—

(1) by striking out "and party" in the first sentence and inserting in lieu thereof "any party", and

(2) by inserting after the fourth sentence a new sentence as follows: "The Commission shall enter an order, with a concise statement of the reasons therefor, denying a petition for rehearing or granting such petition, in whole or in part, and ordering such further proceedings as may be appropriate: *Provided*, That in any case where such petition relates to an instrument of authorization granted without a hearing, the Commission shall take such action within ninety days of the filing of such petition."

(d)(1) Subsections (a) and (b) of this section shall take effect ninety days after the date of the enactment of this Act.

(2) Section 309 of the Communications Act of 1934 (as amended by subsection (a) of this section) shall apply to any application to which section 308 of such Act applies (A) which is filed on or after the effective date of subsection (a) of this section, (B) which is filed before such effective date, but is substantially amended on or after such effective date, or (C) which is filed before such effective date and is not substantially amended on or after such effective date, but with respect to which the Commission by rule provides reasonable opportunity to file petitions to deny in accordance with section 309 of such Act (as amended by subsection (a) of this section).

(3) Section 309 of the Communications Act of 1934, as in effect immediately before the effective date of subsection (a) of this section, shall, on and after such effective date, apply only to applications to which section 308 of such Act apply which are filed before such effective date and not substantially amended on or after such effective date and with respect to which the Commission does not permit petitions to deny to be filed as provided in clause (C) of paragraph (2) of this subsection.

(4) The amendment made by paragraph (2) of subsection (c) of this section shall only apply to petitions for rehearing filed on or after the date of the enactment of this Act.

LOCAL NOTICE AND LOCAL HEARINGS; PAY-OFFS

Sec. 5 (a) Section 311 of the Communications Act of 1934 (47 U.S.C. 311) is amended to read as follows:

"SPECIAL REQUIREMENTS WITH RESPECT TO CERTAIN APPLICATIONS IN THE BROADCASTING SERVICE

"Sec. 311. (a) When there is filed with the Commission any application to which section 309(b)(1) applies, for an instrument of authorization for a station in the broadcasting service, the applicant—

"(1) shall give notice of such filing in the principal area which is served or is to be served by the station; and

"(2) if the application is formally designated for hearing in accordance with section 309, shall give notice of such hearing in such area at least ten days before commencement of such hearing.

The Commission shall by rule prescribe the form and content of the notices to be given in compliance with this subsection, and the manner and frequency with which such notices shall be given.

"(b) Hearings referred to in subsection (a) may be held at such places as the Commission shall determine to be appropriate, and in making such determination in any case the Commission shall consider whether the public interest, convenience, or necessity will be served by conducting the hearing at a place in, or in the vicinity of, the principal area to be served by the station involved.

"(c)(1) If there are pending before the Commission two or more applications for a permit for construction of a broadcasting station, only one of which can be granted, it shall be unlawful, without approval of the Commission, for the applicants or any of them to effectuate an agreement whereby one or more of such applicants withdraws his or their application or applications.

"(2) The request for Commission approval in any such case shall be made in writing jointly by all the parties to the agreement. Such request shall contain or be accompanied by full information with respect to the agreement, set forth in such detail, form, and manner as the Commission shall by rule require.

"(3) The Commission shall approve the agreement only if it determines that the agreement is consistent with the public interest, convenience, or necessity. If the agreement does not contemplate a merger, but contemplates the making of any direct or indirect payment to any party thereto in consideration of his withdrawal of his application, the Commission may determine the agreement to be consistent with the

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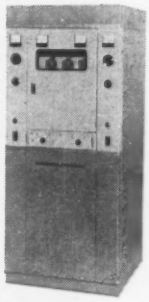

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MISSOULA, MONTANA
NATIONAL REPRESENTATIVES
FORJOE-TV, Inc.

public interest, convenience, or necessity only if the amount or value of such payment, as determined by the Commission, is not in excess of the aggregate amount determined by the Commission to have been legitimately and prudently expended and to be expended by such applicant in connection with preparing, filing, and advocating the granting of his application.

"(4) For the purposes of this subsection an application shall be deemed to be 'pending' before the Commission from the time such application is filed with the Commission until an order of the Commission granting or denying it is no longer subject to rehearing by the Commission or to review by any court."

(b) Section 313 of such Act (47 U.S.C. 313) is amended—

(1) by inserting after the word "Laws" in the heading of such section the following: "; refusal of licenses and permits in certain cases"; and

(2) by inserting "(a)" after "Sec. 313." and adding at the end of such section the following subsection:

"(b) The Commission is hereby directed to refuse a station license and/or the permit hereinafter required for the construction of a station to any person (or to any person directly or indirectly controlled by such person) whose license has been revoked by a court under this section."

REVOCATION AND CEASE AND DESIST ORDERS

Sec. 6. Subsections (a) and (b) of section 312 of the Communications Act of 1934 (47 U.S.C. 312) are amended to read as follows:

"ADMINISTRATIVE SANCTIONS

"Sec. 312. (a) The Commission may revoke any station license or construction permit—

"(1) for false statements knowingly made either in the application or in any statement of fact which may be required pursuant to section 308;

"(2) because of conditions coming to the attention of the Commission which would warrant it in refusing to grant a license or permit on an original application;

"(3) for willful or repeated failure to operate substantially as set forth in the license;

"(4) for willful or repeated violation of, or willful or repeated failure to observe any provision of this Act or any rule or regulation of the Commission authorized by this Act or by a treaty ratified by the United States;

"(5) for violation of or failure to observe any final cease and desist order issued by the Commission under this section; or

"(6) for violation of section 1304, 1343, or 1464 of title 18 of the United States Code.

"(b) Where any person (1) has failed to operate substantially as set forth in a license, (2) has violated or failed to observe any of the provisions of this Act, or section 1304, 1343, or 1464 of title 18 of the United States Code, or (3) has violated or failed to observe any rule or regulation of the Commission authorized by this Act or by a treaty ratified by the United States, the Commission may order such person to cease and desist from such action."

FORFEITURE PROVISIONS RELATING TO BROADCAST LICENSEES

Sec. 7. (a) Section 503 of the Communications Act of 1934 (47 U.S.C. 503) is amended (1) by striking out the center heading and inserting in lieu thereof "Forfeitures"; (2) by inserting "(a)" after "Sec. 503."; and (3) by adding at the end thereof the following subsection:

"(b)(1) Any licensee or permittee of a broadcast station who—

"(A) willfully or repeatedly fails to operate such station substantially as set forth in his license or permit.

"(B) willfully or repeatedly fails to observe any of the provisions of this Act or of any rule or regulation of the Commission prescribed under authority of this Act or under authority of any treaty ratified by the United States.

"(C) fails to observe any final cease and desist order issued by the Commission,

"(D) violates section 317(c) or section 509(a)(4) of this Act, or

"(E) violates section 1304, 1343, or 1464 of title 18 of the United States Code,

shall forfeit to the United States a sum not to exceed $1,000. Each day during which such violation occurs shall constitute a separate offense. Such forfeiture shall be in addition to any other penalty provided by this Act.

"(2) No forfeiture liability under paragraph (1) of this subsection (b) shall attach unless a written notice of apparent liability shall have been issued by the Commission and such notice has been received by the licensee or permittee or the Commission shall have sent such notice by registered or certified mail to the last known address of the licensee or permittee. A licensee or permittee so notified shall be granted an opportunity to show in writing, within such reasonable period as the Commission shall by regulations prescribe, why he should not be held liable. A notice issued under this paragraph shall not be valid unless it sets forth the date, facts, and nature of the act or omission with which the licensee or permittee is charged and specifically identifies the particular provision or provisions of the law, rule, or regulation or the license, permit, or cease and desist order involved.

"(3) No forfeiture liability under paragraph (1) of this subsection (b) shall attach for any violation occurring more than one year prior to the date of issuance of the notice of apparent liability and in no event shall the forfeiture imposed for the acts or omissions set forth in any notice of apparent liability exceed $10,000."

(b) Section 504(a) of the Communications Act of 1934 (47 U.S.C. 504) is amended by inserting after "*Provided*," in the first sentence thereof the following: "That any suit for the recovery of a forfeiture imposed pursuant to the provisions of this Act shall be a trial de novo: *Provided further*,".

(c) Section 504(b) of such Act is amended by striking out "section 507" and inserting in lieu thereof "sections 503(b) and 507".

(d) Section 504 of such Act is further amended by adding a new subsection to read as follows:

"(c) In any case where the Commission issues a notice of apparent liability looking toward the imposition of a forfeiture under this Act, that fact shall not be used, in any other proceeding before the Commission, to the prejudice of the person to whom such notice was issued, unless (i) the forfeiture has been paid, or (ii) a court of competent jurisdiction has ordered payment of such forfeiture, and such order has become final."

Station Authorizations, Applications

As Compiled by BROADCASTING

Sept. 15 through Sept. 21. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Stations

ACTIONS BY FCC

Fort Smith, Ark.—Fort Smith Telecasters Inc. Granted uhf ch. 22 (518-524 mc); ERP 8.8 kw vis., 4.89 kw aur.; ant. height above average terrain 245 ft., above ground 206 ft. Estimated construction cost $27,000, first year operating cost $74,000 revenue $92,000. P.O. address 901 S. 25th St. Studio and trans. location 16th and W. Sts. Geographic coordinates 35° 21′ 40″ N.. Lat., 94° 25′ 3″ W. Long. Trans. RCA TTU-1B, ant. TFU 12BL. Principals include **James R. Jorden, Lloyd G. Hobbs,** and **Charles E. Laws,** 33⅓% each, Ft. Smith businessmen. Ann. Sept. 15.

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APPLICATIONS

Allen Park, Mich.—Robert M. Parr, uhf ch. 62 (758-764 mc); ERP 18.334 kw vis., 9.840 kw aur.; ant. height above average terrain 340 ft., above ground 367 ft. Estimated construction cost $32,600, first year operating cost $40,000 revenue $50,000. P.O. address 17133 Pinecrest Dr. Studio location 16850 Southfield Rd. Trans. location Southfield Rd. at Wabash Hwy. Geographic coordinates 42° 15′ 56″ N. Lat., 83° 13′ 05″ W. Long. Trans. RCA TTU-1B, ant. TFU-23BMS. Applicant is **Robert M. Parr,** sole owner, pastor of Gilead Baptist Church, Detroit, Mich. Ann. Sept. 20.

Midland, Tex.—Midland Telecasting Co., uhf ch. 18 (494-500 mc); ERP 66 kw vis., 33.8 kw aur.; ant. height above average terrain 443 ft., above ground 444 ft. Estimated construction cost $33,574, first year operating cost $60,000 revenue $66,000. P.O. address 300 West Wall. Studio and trans. location Marienfield & Wall Sts. Geographic coordinates 31° 59′ 54″ N. Lat., 102° 4′ 30″ W. Long. Trans. G.E. TT24A, ant. Alford 1044. Principals include **Dalton H. Cobb** and **Henry C. Darwin,** 49% each, and others. Mr. Cobb is independent oil operator. Mr. Darwin formerly owned KPAS Banning, Calif. and KHCD Clifton, Ariz. Ann. Sept. 21.

Existing Tv Stations

ACTIONS BY FCC

WTVY (TV) Dothan, Ala.—Granted application to change trans. site from about 182 miles from Birmingham to about 2 miles closer that city, with ERP 20 dbk (100 kw) vis. and 18.4 dbk (70 kw) aur., ant. height 1,170 ft. Comr. Lee not participating. Ann. Sept. 15.

WVUE (TV) New Orleans, La.—Granted mod. of STA for 90 days to increase vis. ERP from 110 kw to 25 dbk (316 kw) with aur. ERP 22 dbk (158 kw) and operate non-DA; conditioned (1) that grant not to be construed as approval of proposed merger of Supreme Bcstg. Co. and Coastal Tv Co., and without prejudice to any action which commission may take in dockets involving comparative hearing on Supreme and Coastal for ch. 12 in New Orleans, and (2) that operation on ch. 13 in New Orleans shall cease at such time as regularly authorized tv service commences on ch. 12 in New Orleans but in no event to continue beyond

time of commencement of operation on ch. 13 in Biloxi, Miss. Ann. Sept. 21.

New Am Stations

ACTION BY FCC

Fairbury, Neb.—Great Plains Bcstg. Inc., granted 1310 kc 500 w D. P.O. address Box 354, York, Neb. Estimated construction cost $11,565, first year operating cost $31,500, revenue $38,600. Owners are **Mr. and Mrs. Melville L. Gleason** and **Mr. and Mrs. Tommy Gleason,** both gentlemen with interest in KAWL York. Ann. Sept. 15.

APPLICATIONS

Warsaw, N.C.—Warsaw-Mount Olive Bcstg. Co., 550 kc, 1 kw D, P.O. address P.O. Box 771, Jacksonville, N.C. Estimated construction cost $24,938, first year operating cost $24,000, revenue $32,000. Principals include **Robert P. Mendelson,** 60% and **Eileen E. Shuebruk,** 40%, owners of WJNC Jacksonville, N.C. Ann. Sept. 16.

Herndon, Va.—Coastal Bcstrs. Inc., 1440 kc, 1 kw D. P.O. address 156 Eldon St. Estimated construction cost $28,349, first year operating cost $48,000, revenue $50,000. Principals include **Edward H. Sheppard** and **Arthur D. Stamler,** 22% each., and **Billy Bob Shiflett,** 55%. Mr. Sheppard is employe of Dept. of Army. Mr. Stamler is investment consultant. Mr. Shiflett is high school counsellor. Ann. Sept. 16.

Existing Am Stations

ACTIONS BY FCC

WCBL Benton, Ky.—Granted increase of power on 1290 kc from 1 kw to 5 kw, continued daytime operation. Ann. Sept. 15.

WPRS Paris, Ill.—Granted increase of power on 1440 kc from 500 w to 1 kw, continued daytime operation. Ann. Sept. 15.

WTTH Port Huron, Mich.—Granted application to deliver by wire to CFPL London, Ontario, Canada, football game programs Sept. 12 and Oct. 12. Ann. Sept. 15.

KEYJ Jamestown, N.D.—Granted cp to increase daytime power on 1400 kc from 250 w to 1 kw, continued 250 w nighttime operation; remote control permitted. Ann. Sept. 15.

KFIR North Bend. Ore.—Granted increase of daytime power on 1340 kc from 250 w to 1 kw, continued 250 w nighttime operation; remote control permitted. Ann. Sept. 15.

KMUL Muleshoe, Tex.—Designated for hearing application to increase power on 1380 kc from 500 w to 1 kw, continued day operation; made KSWO Lawton, Okla., party to proceeding. Ann. Sept. 21.

KOYL Odessa, Tex.—Granted increase of power on 1310 kc from 500 w to 1 kw, continued daytime operation; engineering condition. Ann. Sept. 15.

KDWT Stamford, Tex.—Granted mod. of license to change from specified hours to uni. time operation on 1200 kc, with continued 250 w power. Ann. Sept. 15.

KRSC Othello, Wash.—Granted mod. of license to change operation on 1400 kc (250 w) from uni. to SH. Ann. Sept. 21.

WDLB Marshfield, Wis.—Granted increase of daytime power on 1450 kc from 250 w to 1 kw, continued 250 w night operation; engineering condition. Ann. Sept. 15.

WPFP Park Falls, Wis.—Granted increase of daytime power on 1450 kc from 250 w to 1 kw, continued 250 w night operation. Ann. Sept. 15.

WRCO Richland Center, Wis.—Granted increase of daytime power on 1450 kc from 250 w to 1 kw, continued 250 w operation night; engineering condition. Ann. Sept. 15.

APPLICATIONS

KDHL Faribault, Minn.—Cp to increase daytime power from 1 kw to 5 kw, change ant.-trans. location, make changes in DA system (2 additional towers) and install new trans. (920 kc). Ann. Sept. 19.

KMHL Marshall, Minn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. Sept. 16.

KLIF Dallas, Tex.—Cp to increase nighttime power from 1 kw to 5 kw and make changes in nighttime ant. system. (3 additional towers). (1190 kc). Ann. Sept. 21.

WBUC Buckhannon, W.Va.—Cp to increase power from 1 kw to 5 kw and install new trans. (1460 kc). Ann. Sept. 16.

New Fm Stations

ACTIONS BY FCC

Montgomery, Ala.—Fine Music Inc., granted 98.9 mc, 10 kw. P.O. address 1469 Ann St., Montgomery, Ala. Estimated construction cost $4,300 first year operating cost $6,000, revenue $7,000. Principals include **Isaac E. Cohen, Ronald A. Martin,** and **Dwight M. Cleveland,** 33⅓% each. Mr. Cohen is in vending machines. Messrs. Martin and Cleveland are employes of telephone company. Ann. Sept. 15.

Miami, Fla.—Fm Bcstg. Co. of Florida, granted 99.1 mc, 17.7 kw. P.O. address 215 Buchanan St., Amarillo, Tex. Estimated construction cost $24,128, first year operating cost $32,120, revenue $43,800. Principals are **J. Ernest Stroud** 50%, **B.W. Moore** and **Jimmie A. Nail,** 25% each. Mr. Stroud is in real estate. Mr. Moore is in engineers services. Mr. Nail is in land surveys. Ann. Sept. 21.

Tampa, Fla.—Fm Bcstg. Co. of Florida. Granted 103.3 mc, 8.9 kw. P.O. address 215 Buchanan St., Amarillo, Tex. Estimated construction cost $23,428, first year operating cost $32,120, revenue $43,800. Principals are **J. Ernest Stroud** 50%, **B.W. Moore** and **Jimmie A. Nail,** 25% each. Mr. Stroud is in real estate Mr. Moore is in engineering services. Mr. Nail is in land surveys. Ann. Sept. 21.

Bangor, Me.—Community Bcstg. Service. Granted 97.1 mc, 5 kw, P.O. address 57 State St., Bangor, Me. Estimated construction cost $13,592, first year operating cost $6,077, revenue $6,864. Applicant is licensee of WABI Bangor. Applicant fm will duplicate am programming. Ann. Sept. 21.

Brunswick, Me.—Westminster Bcstg. Co., granted 98.9 mc, 80 kw. P.O. address Box 179, Brunswick, Me. Estimated construction cost $24,900, first year operating cost $2,300, revenue $6,000. Applicant fm will duplicate WCME Brunswick, Me. Ann. Sept. 21.

St. Louis, Mo.—Gateway Bcstg. Corp. Granted 106.9 mc, 82 kw. Post office address % Robert A. Cedarburg, 11600 Tesson Ferry Rd. Estimated construction cost $13,296, first year operating cost $30,000, revenue $40,000. Principals include **John J. McElwee,** 85%, and others. Mr. McElwee is attorney. Ann. Sept. 15.

Hillsboro, Ohio—Highland Bcstg. Co., granted 98.1 mc. 36.33 kw. P.O. address Box 176, Hillsboro, Ohio. Estimated construction cost $6,800, first year, operating cost $3,800, revenue $2,000. Applicant is **Thomas Archibald,** applicant for am in Hillsboro. Ann. Sept. 21.

Piqua, Ohio—WPTW Radio Inc. Granted 95.7 mc, 35.6 kw. P.O. address 1625 Covington Ave., Piqua, Ohio. Estimated construction cost $22,500, first year operating cost $9,125, revenue $12,000. Applicant fm will duplicate programming of WPTW Piqua. Ann. Sept. 15.

Tulsa, Okla.—KAKC Inc. Granted 99.5 mc, 14.2 kw. P.O. address 910 S. Boston St. Estimated construction cost $21,000, first year operating cost $25,000, revenue $25,000. Applicant fm will duplicate KAKC Tulsa. Ann. Sept. 15.

Portland, Ore.—Market-Casters of Oregon, granted 102.7 mc, 16.9 kw uni. P.O. address 708-5th Ave. S., Seattle, Wash. Estimated construction cost $17,671, first year operating cost $72,000, revenue $80,000 Market Casters of Oregon is subsidiary of **Market-Caster Inc.,** Washington corporation, licensee of KMCS (FM) Seattle, Wash. Principal stockholder is **James G. Talbot,** 85%. Ann. Sept. 21.

Sevierville, Tenn. — Smokey Mountain Bcstg. Corp., granted 102.1 mc., 22 kw. P.O. address Box 187, Sevierville, Tenn. Estimated construction cost $25,554, first year operating cost $10,000, revenue $15,000. Applicant fm will duplicate programming of WSEV Sevierville. Ann. Sept. 15.

Odessa, Tex.—James F. McCubbin, granted 96.9 mc, 1.66 kw. P.O. address James F. McCubbin, Box 653, Amarillo, Tex. Estimated construction cost $15,815, first year operating cost $24,000, revenue $32,000. Applicant is wholesale beverage distributor. Ann. Sept. 15.

APPLICATIONS

Birmingham, Ala.—Chapman Radio & Tv Co. 96.5 mc, 55.44 kw. P.O. address 725 South 22nd St. Estimated construction cost $18,695, first year operating cost $12,000, revenue $24,000. Applicant fm will duplicate WCRT Birmingham. Ann. Sept. 20.

Lexington, Ky.—Bluegrass Bcstg. Co. 92.9 mc, 5 kw. P.O. address 120 East Main. Estimated construction cost $22,278, first year operating cost $7,500, revenue $9,700. Applicant fm will duplicate WVLK Lexington. Ann. Sept. 21.

Midland, Mich.—Midland-Mid-State Bcstg. Corp. 99.7 mc, 40.9 kw. P.O. address P.O. Box 289, East Lansing, Mich. Estimated construction cost $52,100, first year operating cost $40,000, revenue $44,500. Applicants are **Mid-State Bcstg. Corp.,** 51%, and **Delta College** 49%. **Mid-State Bcstg. Corp.,** licensee of WSWM East Lansing, Mich., is group headed by John P. McGoff, president. Ann. Sept. 21.

***Winston-Salem, N.C.—Wake Forest College.** 88.1 mc, 10 w. kw. P.O. address Reynolda Station. Estimated construction cost $1,615, first year operating cost $4,125. Noncommercial educational station. Ann. Sept. 16.

Plainview, Tex.—KVOP Inc. 98.7 mc,

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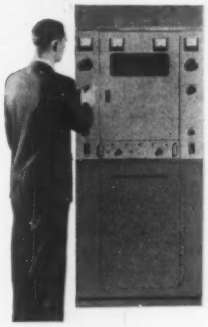

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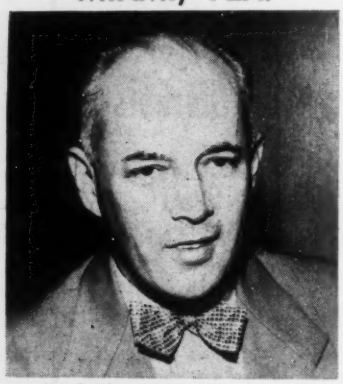

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3.096 kw. P.O. address Box 1071. Estimated construction cost $16,204, first year operating cost $12,000, revene $12,000. Applicant fm will duplicate KVOP Plainview, Tex. Ann. Sept. 19.

Sinton, Tex.—Southern Bcstg. Corp. 101.3 mc, 7.3 kw. P.O. address P.O. Box 1581, Corpus Christi, Tex. Estimated construction cost $29,000, first year operating cost $12,000, revenue $6,000. Applicants fm will duplicate KTOD Sinton, Tex. Ann. Sept. 16.

Existing Fm Stations

ACTION BY FCC

KDNT-FM Denton, Tex.—Granted cp to change from class A on 106.3 mc, ERP 760 w, ant. height 270 ft., to class B on 106.1 mc; ERP 3 kw, ant. height same. Ann. Sept. 21.

APPLICATIONS

WMRO-FM Aurora, Ill.—Mod. of cp for new fm broadcast to change frequency from 107.9 mc, ch. 300 to 95.1 mc, ch. 236. Ann. Sept. 19.

WRUN-FM Utica, N.Y.—Cp to change frequency from 105.7 mc to 104.3 mc., install new ant., make changes in ant. system, change type trans., install new trans., increase ERP and increase ant. height above average terrain.

Ownership Changes

ACTIONS BY FCC

WMMW Meriden, Conn.—Granted assignment of license to **Meriden Radio Inc. (Ralph N. Weil,** president, has interest in KATZ St. Louis, Mo.); consideration $110,000. Comrs. Bartley and Lee dissented. Ann. Sept. 20.

WKTG Thomasville, Ga.—Granted assignment of license from **James S. Rivers** to **Bolling Branham** and **Eunice Beaham,** d/b as **Thomas County Bcstg. Co.**; consideration $90,000. Comr. Lee dissented. Ann. Sept. 20.

KODY, North Platte, Neb.—Granted assignment of licenses to **North Platte Bcstg. Inc. (James Stuart,** president); consideration $200,000 and agreement not to compete within 75 miles for 5 years. Assignee is owned by **Stuart Investment Co.,** which operates KFOR Lincoln, KRGI Grand Rapids, Neb., and KMNS Sioux City, Iowa, and KSAL Salina, Kans. Ann. Sept. 20.

WRNY Rome, N.Y.—Granted (1) renewal of license and (2) assignment of license to **Alert Radio Inc. (Herbert Mendelsohn,** president); consideration $90,000 including $20,000 for agreement not to compete in radio or tv within 50 mile radius of Rome and Utica for 5 years. Ann. Sept. 20.

APPLICATIONS

KOTN-AM-FM Pine Bluff, Ark.—Seeks assignment of license from **Universal Bcstg. Corp.** to **Joellen Bcstg. Corp.** for $112,500. Purchaser is **Winston Joe Deane,** employe of WJZ-TV Baltimore, Md. Ann. Sept. 21.

KBAK-TV Bakersfield, Calif.—Seeks transfer of control of **Bakersfield Bcstg. Co.** from **Chronicle Publishing Co.,** 97⅓%, to **Reeves Bcstg. & Development Corp.** for approximately $850,000. Principals include **Hazard E. Reeves,** 43.4%, **Christiana Oil Corp.,** 13.3%, and others. Mr. Reeves has interest in WUSN Charleston, S.C. Christiana Oil Corp. is group headed by Louis W. Douglas Jr., president. Ann. Sept. 16.

KWIP Merced, Calif.—Seeks assignment of license from **HDH Stations Inc.** to **Yosemite Bcstg. Inc.** for $170,000. Purchasers are **Ellsworth** and **Bernice E. Peck,** 40% each, and others. Mr. Peck formerly had interests in KGYW Vallejo, Calif. and KNGS Hanford, Calif. Ann. Sept. 21.

KAJS Newport Beach, Calif.—Seek assignment of cp from **Westrum Enterprises Inc.** to **Newport-Costa Mesa Bcstrs. Inc.** for $3,000. Purchaser is **James D. Higson,** former owner of KLOG Kelso, Wash. Ann. Sept. 21.

KATT Woodland, Calif.—Seeks assignment of cp from **Melvyn E. Lucas,** sole owner, to **Melvyn E. Lucas** and **George Kristoff,** equal partners, for $10,000 construction investment paid by Mr. Kristoff. Mr. Kristoff is owner of amusement company. Ann. Sept. 21.

KYSN Colorado Springs, Colo.—Seeks assignment of license from **General Bcstg. Co.** to **KYSN Bcstg. Co.** for $135,032 plus $50,000 for agreement not to compete. Purchaser is **WKID Bcstg. Co.,** licensee of WKID Urbana, Ill., group headed by **Donald T. Harding Jr.,** president. Ann. Sept. 21.

WSNT Sandersville, Ga.—Seeks assignment of license from **Washington Bcstg. Co.** to **WSNT Inc.** for $o5,000. Purchaser is **WJAT Inc.,** licensee of WJAT Swainsboro, Ga., group headed by **James R. Denny,** president. Ann. Sept. 16.

WGHN Grand Haven, Mich.—Seeks transfer of control of **Grand Haven Bcstg. Co.** from **Hilbert F. Wulf,** 58%, and **Homeport Co.,** 42%, to **Richard D. Gillespie,** 66⅔%, and **Cecil H. Gillespie,** 33⅓% for $110,000. Purchasers own KXGI Ft. Madison, Iowa. Ann. Sept. 16.

KXOK St. Louis, Mo.—Seeks assignment of license from **KXOK Bcstg. Inc.** to **Storz Bcstg. Co.** for $1.5 million. Purchasers are **Robert H. Storz,** 60%, and **Todd Storz,** 40%, who have interests in WTIX New Orleans, La., WHB Kansas City, Mo., WDGY Minneapolis, Minn., WQAM Miami, Fla., and KOMA Oklahoma City, Okla. Ann. Sept. 19.

WSOQ North Syracuse, N.Y.—Seeks assignment of license from **Sol Panitz** & **Barry Winton** to **WSOQ Inc.,** change to corporate business form with no financial consideration involved. Ann. Sept. 16.

WBAX Wilkes-Barre, Pa.—Seeks assignment of license from **Anna Stenger** to **P.A.L. Bcstrs. Inc.** for $145,000. Purchasers are **Paul H. Phillips, Willard G. Seymour, Frank M. Henry,** and **Ernest G. C. Lewis,** 25% each. Mr. Phillips is in food processing. Mr. Seymour sells securities. Mr. Henry is with transit line. Mr. Lewis is employe of WBRE-AM-FM-TV Wilkes-Barre, Pa. Ann. Sept. 21.

WKYN Rio Piedras, P.R.—Seeks transfer of control of **Quality Bcstg. Corp.** from **Julio Morales Ortiz,** 60%, and **Clement L. Littauer,** 40%, to **Supreme Bcstg. Co.** of **Puerto Rico** for $220,000. **Supreme Bcstg. Co.** owns WORA-TV Mayaguez, P.R. and is group headed by **Alfredo R. de Arellano Jr.,** president. Ann. Sept. 21.

WDJD (FM) Warwick, R.I.—Seeks assignment of cp from **Warwick Bcstg. Co.** to **Providence Radio Inc.** for $3,000. Providence Radio Inc. owns WICE Providence, R.I. WDJD (FM) will duplicate WICE. Ann. Sept. 21.

WCRK Morristown, Tenn.—Seeks transfer of control of **Cherokee Bcstg. Corp.** from **W. E. Hodges** and **H. S. Walters,** and estate of **W.J. Barron,** deceased, 33⅓% each to **W.E. Hodges** and **H. S. Walters,** equal partners for $55,000. Ann. Sept. 21.

KMBL Junction, Tex.—Seeks assignment of license from **Junction Bcstg. Co.** to **Harry C. Wisehart Jr.,** sole owner, for $30,000. Mr. Wisehart is employe of KMBL. Ann. Sept. 21.

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Hearing Cases

FINAL DECISIONS

■ By report and order, commission finalized rulemaking and amended, substantially as proposed, its present chain bcstg. rules with respect to option time in tv networking, effective Jan. 1, 1961.

New rules:

(1) Reduced from 3 to 2½ number of hours within each segment of broadcast day which tv station may option to networks.

(2) Require that "straddle" programs (i.e., those partly within and partly outside option time) be treated as entirely outside option time. (Rule as originally proposed would have considered such programs as falling entirely within option time.)

(3) Provide more flexibility to required period of advance notice before network may exercise its option.

(4) Give station right to reject network programs already contracted for if station considers them unsatisfactory or unsuitable, and

(5) Give station right to substitute for network programs, program which it considers to be of greater (as distinct from outstanding) local or national importance.

Because of marked difference in economic conditions and in role of networks in radio as compared to tv, and in absence of thorough study of radio field, commission is not now instituting rulemaking to amend chain Bcstg. regulations for am and fm stations, but intends to keep situation in radio under review.

Comr. Hyde issued dissenting statement, in which Chrmn. Ford and Comr. Bartley joined. Comr. King issued concurring statement. Ann. Sept. 16.

■ By order, commission denied petition by Franklin James, proposed assignee of tv station KMYR (ch. 34) Los Angeles, Calif., for leave to intervene in Sept 23 oral argument on "idle" uhf tv permits. Ann. Sept. 21.

■ By report and order, commission finalized rulemaking of July 22 and amended sec. 3.40(a)(6) of its broadcast rules to specify single level for allowable noise and hum in am transmitters. It will minimize need for complex measuring equipment, provide measurement procedures more in keeping with presently acceptable practices, and contribute to acceptable trans. performance. Ann. Sept. 15.

■ By memorandum opinion and order, commission, on joint petition by Don M. Lidenton and Phoenix Co. made effective immediately July 5 initial decision insofar as granting applications of Lidenton for new am station to operate on 1340 kc, 250 w, unl., in Popular Bluff, Mo. and Phoenix Co. to change facilities of station KAAB Hot Springs, Ark., from 1350 kc, 500 w-N, 1 kw-LS, DA-N, to 1340 kc, 250 w-N, 500 w-LS, using non-DA roof-top ant. at different site both conditioned to acceptance of any objectionable interference which may be caused to their operation if grant is made of application of White River Valley Bcstrs. Inc., to increase daytime power of station KBTA Batesville, Ark. White application and that of Cecil W. Roberts and Jane A. Roberts for new station on 1340 kc, 250 w, unl. in Poplar Bluff, Mo., remain in hearing status. July 5 initial decision looked toward denying White and Roberts applications. Ann. Sept. 20.

■ By memorandum opinion and order, commission denied petition by Skyway Bcstg. Co. (WLOS-TV, ch. 13) Asheville, N.C., for reconsideration of March 24 action which set aside previous grant of waiver of sec. 3.652(a) to permit WLOS-TV to identify itself with Greenville and Spartanburg, S.C., as well as Asheville. Commission concluded that there is insufficient community of interests and WLOS-TV has shown no undue hardship resulting from denial of its requested waiver. Comr. King not participating. Ann. Sept. 21.

■ Commission renewed license of WGAL WGAL Inc., Lancaster, Pa., and advised United Electrical, Radio and Machine Workers of America, New York City, that review of WGAL's operations during past license period indicates that its treatment of controversial issues has been consistent with commission policy. Ann. Sept. 21.

■ By memorandum opinion and order, commission denied petition by San Jose Bcstg. Co. (KXRX) San Jose, Calif., for reconsideration of April 27 grant of application of Marin Bcstg. Co. to change trans. site of station KTIM San Rafael, Calif., continuing operation on 1510 kc, 1 kw, D. Ann. Sept. 20.

■ By memorandum opinion and order, commission denied joint petition by Radio Muscle Shoals Inc. (WOWL) Florence, Ala., Union City Bcstg. Co. (WENK) Union City, Tenn., Corinth Bcstg. Co. (WCMA) Corinth, Miss., WKDA Bcstg. Co. (WKDA) Nashville, Tenn., Fayetteville Bcstg. Co. (WEKR) Fayetteville, Tenn., and Walker County Bcstg. Co. (WARF) Jasper, Ala., for waiver of initial decision in proceeding on their am applications or, in alternative, issuance of policy statement of Sec. 3.28(c)(3) of rules. Ann. Sept. 20.

■ By memorandum opinion and order, commission dismissed petition by WATE Inc. (WATE and WATE-TV) Knoxville, Tenn., for reconsideration of Aug. 4 action assigning call letters WROL to WFCT Inc., permittee of new am station in Fountain City, Tenn. Ann. Sept. 21.

■ Commission granted SCA to following fm stations to engage in multiplex transmission of background music: WEAW-FM Evanston, Ill., pending final action of renewal application; WIAC San Juan, P.R.; KCBM-FM Wichita, Kans., and WKYB-FM Paducah, Ky. Ann. Sept. 21.

■ Commission on Sept. 8 granted request by California State Communication Advisory Board and extended from Sept. 15 to Oct. 15 time for filing comments in rulemaking proposal to amend Part 10. Ann. Sept. 10.

■ By order, commission made effective immediately Aug. 4 initial decision and granted application of Douglas G. Oviatt & Son Inc., for new class B fm station in Cleveland, Ohio to operate on 95.5 mc; ERP 40 kw; ant. height 249.25 ft.; engineering conditions. Comr. King dissented. Ann. Sept. 20.

■ By memorandum opinion and order, commission dismissed for lack of standing petition by Lake Huron Bcstg. Corp. (WKNX-TV, ch. 57). Saginaw, Mich., for reconsideration of June 29 grant to Fitzer Bcstg. for change in trans. site of WKZO-TV (ch. 3), Kalamazoo, from about 7 miles north of that city and 32 miles south of Grand Rapids to 22 miles north of Kalamazoo and 18 miles south of Grand Rapids. Ann. Sept. 21.

■ Commission granted requests for waiver of sec. 4.603 of rules to enable KHQ Inc. (KHQ-TV and KHQ-FM) Spokane, Wash., and Mt. Washington Tv Inc., (WMTW-TV and WMTW-FM Poland Spring, Me., to multiplex fm program from their respective studios to trans. on tv studio-link stations; renewed temporary authority of Mt. Washington in that connection. Ann. Sept. 21.

■ By memorandum opinion and order, commission granted protest and petition for reconsideration by Rhinelander Tv Cable Co. to extent of designating for hearing applications of J.R. Karban for two new tv translator stations on chs. 71 and 76 to serve Rhinelander, Wis., by translating programs of stations WFRV (ch. 5) Green Bay, and WSAU-TV (ch. 7) Wausau, and for mod. of cps for stations W73AD and W80AC, Rhinelander, to reduce ERP from 142 w to reduce ERP from 142 w to 107.52 w, relocate translators to ¾ mile south of Rhinelander and change transmission line and ant. system; made protestant party to proceeding; and did not stay effectiveness of July 27 grants of application. Ann. Sept. 21.

INITIAL DECISIONS

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward granting application of Herman Handloff for new am station to operate on 1260 kc, 500 w, D, DA, in Newark, Del., and denying applications of Alkima Bcstg. Co. and Howard Wasserman seeking same facilities in West Chester, Pa. Action Sept. 15.

■ Hearing Examiner Jay A Kyle issued initial decision looking toward granting application of American Bcstg.-Paramount Theatres Inc., to increase ERP of station KABC-FM Los Angeles, Calif., from 4.3 kw to 74.7 kw and increase ant. height from 2,800 ft. to 2,915 ft., continuing operation on 95.5 mc. Ann. Sept. 19.

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of Booth Bcstg. Co. to change facilities of station WTOD Toledo, Ohio, from non-DA with 1 kw to DA with 5 kw, continuing on 1560 kc, D. Ann. Sept. 19.

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of American Bcstg. Stations Inc., to increase power of station KWMT Fort Dodge, Iowa, from 1 kw to 5 kw, continuing operation on 540 kc, D, DA; (engineering conditions). Ann. Sept. 20.

OTHER ACTIONS

■ By order, commission postponed effective date for setting aside cp of Public Service Tv, Inc. (WPST-TV, ch. 10) Miami, Fla., from Sept. 30 to date 15 days after U.S. Court of Appeals for District of Columbia Circuit shall have disposed of pending motion by Public Service for stay

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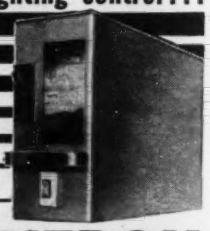

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of commission's July 14 decision in Miami ch. 10 proceeding. Ann. Sept. 21.

■ Commission granted SCA to following fm stations to engage in multiplex transmission of background music, with engineering conditions: KOA-FM Denver, Colo.; WYAK Sarasota, Fla.; WPEX-FM Pensacola, Fla.; KCPA-FM Dallas, Tex., and WDBN Barberton, Ohio. Ann. Sept. 15.

WHRW Bowling Green, Ohio—Is being advised that application for renewal of license indicates necessity of hearing on basis of complaints by Northern Ohio Telephone Co. and Bowling Green Chamber of Commerce. Comr. King dissented. Ann. Sept. 21.

Columbia River Bcstrs. Inc., Mount Vernon, Wash., KAYE Puyallup, Wash., KBKW Aberdeen, Wash., Carl-Dek, Inc., Kirkland, Wash.—Designated for consolidated hearing applications of Columbia River and Carl-Dek for new daytime stations to operate on 1470 and 1460 kc, respectively (Columbia River with 500 w and Carl-Dek with 5 kw) and KAYE and KBKW to increase daytime power on 1450 kc from 250 w to 1 kw with continued 250 w night operation; made KBRC Mount Vernon, Wash, a party to hearing with reference to Columbia River application. By letter, dismissed without prejudice application of Paul R. Heitmeyer for new station in Seattle to operate on 1440 kc, 1 kw, D. Ann. Sept. 15.

Nansemond Bcstrs. Portsmouth, Va.—Designated for consolidated hearing applications for new am stations to operate on 1010 kc, 5 kw, DA-D. Ann. Sept. 15.

■ By memorandum opinion and order, commission, on request by Morristown Bcstg. Corp., severed from consolidated hearings and granted without further hearing its application to change facilities of WMTR Morristown, N.J., from 1250 kc, 1 kw D, to 1250 kc, 5 kw D, DA, engineering condition. Ann. Sept. 20.

■ By memorandum opinion and order, commission (1) granted petition by Logansport Bcstg. Corp. to extent of dismissing its application for new am station to operate on 1480 kc, 500 w-N, 1 kw-D, DA, in Aurora-Batavia, Ill., (2) granted petition by Fox Valley Bcstg. Co. and made effective immediately Feb. 16, 1959 initial decision to extent of granting Fox application for new station to operate on same facilities in Geneva, Ill., and (3) dismissed as moot exceptions and associated pleadings. Ann. Sept. 20.

■ By memorandum opinion and order, commission, on joint petition by applicants, reconsidered and granted applications of Brockway Co. (WMSA) Massena, N.Y., Twin State Bcstrs. Inc. (WTWN) St. Johnsbury, Vt., Trustees of Dartmouth College (WDCR) Hanover, N.H., and WIRY Inc. (WIRY) Plattsburgh, N.Y., for increase in daytime power from 250 w to 1 kw, continuing operation on 1340 kc, 250 w-N, WIRY with DA-D. Ann. Sept. 20.

KOMY Inc., Watsonville, Calif., G. Stuart Nixon, San Jose, Calif., KHIP San Francisco, Calif.—Designated for consolidated hearing applications of KOMY Inc., and Mr. Nixon for new class B fm stations to operate on 106.5 mc and KHIP to increase ERP from 40 kw to 80 kw, continuing operation on 106.9 mc; made KFRC-FM San Francisco, and KSTN-FM Stockton, parties to proceeding. Ann. Sept. 21.

■ Commission consolidated 13 additional applications in hearing involving Four States Bcstg. Co. concerning interference considerations on 1400 and 1410 kc. Additions are: WEST Easton, Pa.; WINC Winchester, Va.; WWIN Baltimore, Md.; WOND Pleasantville, N.J.; WALE Fall River, Mass.; WRAK Williamsport, Pa.; WHMP Northampton, Mass.; WSTC Stamford, Conn.; WHGB Harrisburg, Pa.; WLSH Lansford, Pa.; WILI Willimantic, Conn.; WICK Scranton, Pa., and WIDE Biddleford, Me., all requesting power increases; made certain other stations parties to proceeding. By letter, commission dismissed application by Continental Telecasting Corp. for new 500-w on 1410 kc in Philadelphia for failure to prosecute. Ann. Sept. 21.

By order, commission designated for consolidated hearing following eight applications for new am stations to operate on 1550kc: Western Bcstg. Co. and R.L. McAlister, Odessa, Tex.; Oklahoma Bcstg. Co. and Sapulpa Bcstrs., Salpulpa, Okla.; Courtney Bcstg. Co. and Winfield Bcstg Co., Winfield, Kans.; W. J. Harpole, Canyon, Tex., and Seward County Bcstg. Co., Dodge City, Kan.; made KOLS Pryor, Okla., party to proceeding; denied request of Oral Roberts Evangelistic Assn. Inc., that "cut-off" rules not be applied to its application for Tulsa, Okla. Ann. Sept. 21.

Radio Millington Inc., Millington, Tenn.—Designated for hearing application for new am station to operate on 1380 kc, 500 w, D; made WTJS Jackson, a party to proceeding. Ann. Sept. 21.

Radio Hanover, Hanover, N.H.—Granted application to increase daytime power on 1400 kc from 250 w to 1 kw, continued 250 w night operation; engineering condition. Ann. Sept. 21.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner John S. Cross

■ Granted motion by Martinsville Bcstg Co. (WMVA) Martinsville, Va., and extended to Sept. 26 time to file exceptions to, and statements in support of initial decision in proceeding on am applications of Old Belt Bcstg. Corp. (WJWS) South Hill and Patrick Henry Bcstg Corp. (WHEE) Martinsville, both Virginia. Action Sept. 9.

■ Granted petition by Medford Bcstrs. Inc. (KDOV) Medford, Ore., and extended to Sept. 14 time for seeking review of memorandum opinion and order of hearing examiner denying KDOV petition for leave to amend in proceeding on its am application. Action Sept. 12.

■ Granted petition by Caro Bcstg. Co., Caro, Mich., and extended to Sept. 28 time to file exceptions to initial decision in proceeding on its am application. Action Sept. 12.

■ Granted petition by Broadcast Bureau and extended to Sept. 23 time to respond to petition for consolidation and for clarification of hearing order of Aug. 25 by Oregon Tv Inc. in Salem, Ore., tv ch. 3 proceeding. Action Sept. 12.

■ Granted petition by Wabash Valley Bcstg. Corp. and extended to Sept. 15 time to file replies to exceptions of Livesay Bcstg. Co. in Terre Haute, Ind., ch. 10 proceeding. Action Sept. 12.

■ Granted petition by Rollins Bcstg. Inc. and extended to Sept. 19 time to file oppositions to (1) motion to amend issues filed by Metropolitan Bcstg. Corp. and (2) petition to enlarge issues filed by WHYY Inc. in Wilmington, Del., tv ch. 12 proceeding. Action. Sept. 12.

■ Granted petition by Broadcast Bureau and extended to Sept. 29 time to respond to joint petition to enlarge issues filed by Coastal Tv Co. and Supreme Bcstg. Co. in New Orleans, La., tv ch. 12 proceeding. Action Sept. 12.

■ Granted request by Cosmopolitan Bcstg. Co., New Orleans, La., and extended to Oct. 4 time to file its oppositions to two petitions to enlarge issues filed by Springhill Bcstg. Co., Mobile, Ala., and Northwest Mississippi Bcstg. Co., Senatobia, Miss., in am proceding. Action Sept. 13.

■ Granted petition by Booth Bcstg. Co. (WSGW) Saginaw, Mich., and extended for period of seven (7) days from release date of commission's action on petition to reopen record, to file exceptions in proceeding on Booth's am application. Action Sept. 13.

■ Granted petition by Broadcast Bureau and extended to Sept. 26 time to respond to petition for severance and grant filed by Shenandoah Life Stations Inc. (WSIS) Roanoke, Va. in proceeding on its am application. Action Sept. 13.

■ Granted petition by Gila Bcstg. Co. and extended to Oct. 15 time to reply to petition of Broadcast Bureau for enlargement of issues in proceeding on Gila's application for renewal of licenses of KCKY Coolidge, KCLF Clifton, KGLU Safford, KVNC Winslow, KZOW Globe and KWJB-FM Globe, all Arizona. Action Sept. 13.

■ Granted petition by Greater Princeton Bcstg. Co., Princeton, N.J., and extended to Oct. 6 time to file opposition to petition to enlarge issues filed by New Jersey Bcstg. Co., Princeton, N.J., in am consolidated proceeding. Action Sept. 13.

■ Granted petition by Central Wisconsin Tv Inc. and extended to Sept. 20 time to respond to petition for enlargement of issues filed by Valley Telecasting Co. in Wausau, Wis., tv ch. 9 proceeding. Action Sept. 15.

■ Granted petition by Broadcast Bureau and extended to Sept. 23 time to file exceptions to supplemental initial decision in proceeding on am applications of Northwest Bcstrs. Inc., Bellevue, and Rev. Haldane James Duff, Seattle, both Washington. Action Sept. 15.

■ Granted petition by Ulster County Bcstg. Co., Ellenville, N.Y., and extended to Sept. 22 time to respond to petition of Broadcast Bureau to set aside initial decision and to consolidate applications in hearing in proceeding on Ulster's am application. Action Sept. 16.

■ Denied motion by Golden Gate Bcstg. Corp. (KSAN) San Francisco, Calif., for additional time to Sept. 20 to reply to oppositions of Broadcast Bureau and Jack L. and Alyce M. Powell, joint tenants (KVON) Napa, Calif., to Golden Gate's petition to enlarge issues, and oppositions filed by KVON and Broadcast Bureau in proceeding on Golden Gate's am application. Action Sept. 16.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled following hearings on dates shown: Nov. 3—am application of Stephens County Bcstg. Co. (WNEG) Toccoa, Ga. Nov. 4—fm application of Peoples Bcstg. Corp., Trenton, N.J. Action Sept. 13.

By Hearing Examiner Thomas B. Donahue

■ On own motion, continued Oct. 3 hearing to date to be determined at Oct. 3 prehearing conference in proceeding on am application of W.R. Frier (WBHF, Cartersville, Ga. Action Sept. 14.

■ On joint petition of Inter-Cities Bcstg. Co. and Peoples Corp., and with consent of Broadcast Bureau, extended from Sept. 5 to Oct. 3 date for Inter-Cities furnishing rebuttal exhibits to other parties and hearing examiner and Sept. 19 further hearing extended to Oct. 25 in proceeding on Inter-Cities' am application for new station in Livonia, Mich. Action Sept. 13.

■ Granted joint motion by Pioneer Bcstg. Corp. (WOPI) Bristol, Tenn., and Central Bcstg. Co., Valdese, N.C., and continued Sept. 15 prehearing conference to Oct. 18 in proceeding on their am applications. Action Sept. 15.

By Hearing Examiner Basil P. Cooper

■ Granted joint motion by applicants and postponed from Sept. 12 to Oct. 20 date for exchange of exhibits; from Oct. 7 to Nov. 16 date for notification of witnesses desired for cross-examination; and continued Oct. 19 hearing to Nov. 29 in proceeding on am application of A.S. Riviere, Barnesville and Radio Georgia, Thomaston, both Georgia. Action Sept. 12.

■ Granted petition by Broadcast Bureau and continued Sept. 19 prehearing conference to Sept. 20 in Reno, Nev., tv ch. 4 proceeding. Action Sept. 12.

By Hearing Examiner Charles J. Frederick

■ Granted petition by WNEB Inc., Worcester, Mass., for leave to amend its application to show change in name to WNEB Inc. (for New England Bcstg. Co.), certain legal and financial qualification and proposed programming schedule; application in group 7 of consolicated proceeding involving Fredericksburg Bcstg. Corp. (WFVA) Fredericksburg, Va. Action Sept. 12.

Bye Hearing Examiner Millard F. French

■ In accordance with developments at Sept. 9 prehearing conference scheduled further prehearing conference for 9:15 a.m., Sept. 29 and postponed Sept. 29 hearing to date to be subsequently determined in proceeding on am applications of Southeastern Bcstg. System Inc. (WMJM) Cordele and Washington Bcstg. Co. (WSNT) Sandersville, both Georgia. Action Sept. 9.

■ Granted joint motion by six party applicants to correct transcripts of hearing in Largo, Fla., tv ch. 10 proceeding. Action Sept. 9.

By Hearing Examiner Walther W. Guenther

■ On own motion, scheduled prehearing conference for 2:00 p.m. Sept. 28, in Wilmington, Del., tv ch. 12 proceeding. Action Sept. 13.

School days

It's back to school for 80 lawyers and engineers who specialize in communications. That many persons signed up for the 24-week course established by Capitol Radio Engineering Institute, Washington, D.C., under the sponsorship of the Federal Communications Bar Assn. (BROADCASTING, Aug. 29), with the first session last Wednesday night. Among those enrolling were 25 FCC staff employes, almost 20 employes of Washington consulting engineer firms which are members of the Assn. of Federal Communications Consulting Engineers, and 35 lawyers who practice before the FCC—including Frank U. Fletcher, president of the sponsoring FCBA.

By Hearing Examiner David I. Kraushaar

■ Granted petition by Broadcast Bureau and extended from Sept. 9 to Sept. 15 time for filing proposed findings of fact and conclusions and from Sept. 23 to Sept. 29 for filing reply briefs in proceeding on fm application of Suburban Bcstrs. Elizabeth, N.J. Action Sept. 9.

■ By order formalized agreements reached at Sept. 9 prehearing conference and continued Oct. 5 hearing to Nov. 21; scheduled second prehearing conference for Nov. 7; all exhibits in support of direct cases or cases-in-chief of applicants to be exchanged no later than Oct. 24 and rebuttal engineering exhibits to be exchanged by Nov. 17, with one copy of each such exhibit supplied to hearing examiner; and incorporated by reference transcript of prehearing conference in proceeding on am application of Hennepin Bcstg. Assoc., Minneapolis, Minn. Action Sept. 9.

■ Granted petition by Robert E. Smith, River Falls, Wis., for leave to amend his am application to supply financial data; application in consolidated hearing with am applications of Hennepin Bcstg. Associates, Minneapolis and Crystal Bcstg. Co., Crystal, both Minneasota. Action Sept. 12.

By Hearing Examiner Isadore A. Honig

■ Issued memorandum of rulings formalizing ruling made in Sept. 7 formal conference; granted motion by intervenors to extent of allowing them until Oct. 13 time for filing of motion to request reopening of record for purpose of introduction of further evidence by them; scheduled formal conference for Oct. 18 to hear oral argument on such motion as may be filed by intervenors; denied motion by intervenors for reopening of record; granted motion by Federal Aviation Agency for indefinite deferral of dates heretofore scheduled for filing of proposed corrections to record proposed findings and conclusions and replies and postponed times heretofore scheduled for filing of such documents until other dates to be set by further order of hearing examiner in proceeding on tv application of M&M Bcstg. Co. for mod. of cp of station WLUK-TV Marinette, Wis. Action Sept. 12.

By Hearing Examiner Annie Neal Huntting

■ Granted request by Broadcast Bureau and extended from Sept. 15 to Sept. 30 time to file proposed findings of fact and conclusions and from Sept. 30 to Oct. 17 for replies in proceeding on am applications of Tri-State Bcstg. Co. (WGTA) Summerville, Ga. Action Sept. 12, granted motion by Tri-State Bcstg. Co. and reopened record for purpose of receiving engineering exhibit marked WGTA exhibit No. 4 and closed record. Action Sept. 9.

By Hearing Examiner H. Gifford Irion

■ Continued Sept. 13 hearing to Oct. 10 and scheduled additional prehearing conference for 3:00 p.m., Sept. 15 in Medford, Ore., tv ch. 10 proceeding. Action Sept. 9.

■ On own motion, continued from Sept. 16 to Sept. 23 date for exchange of engineering exhibits and 307(b) data in proceeding on am applications of York County Bcstg. Co. (WRHI) Rock Hill, S.C. Action Sept. 13.

■ Granted joint motion by WDSR, Inc. and WDSR Bcstg. Inc. for leave to amend its am application to reflect an assignment of license of station WDSR Lake City, Fla., from WDSR Inc. to WDSR Bcstg. Inc. Action Sept. 14.

By Hearing Examiner Jay A. Kyle

■ On own motion, closed transcript of record, cancelled Oct. 10 hearing and scheduled Oct. 3 time for filing proposed findings of fact and conclusions and Oct. 13 for replies in proceeding on am applications of Zephyr Bcstg. Corp., Zephyrhills and Myron A. Reck (WTRR) Sanford, both Florida. Action Sept. 16.

By Hearing Examiner Forest L. McClenning

■ Denied motion by Crittenden County Bcstg. Co., West Memphis, Ark. to quash notice of depositions in proceeding on Crittenden's am application. Action Sept. 13.

■ Granted motion by South Florida Amusment Co., to correct transcript of hearing in manner and to extent proposed in said motion in Perrine-South Miami, Fla., tv ch. 6 proceeding. Action Sept. 3.

By Hearing Examiner Herbert Sharfman

■ Granted motion by protestant WSTV Inc. (WBOY-TV) Clarksburg, W.Va. to correct transcript of hearing in proceeding on application of WJPB-TV Inc. permittee of WJPB-TV, ch. 5 Weston W. Va. for relinquishment of positive control of WJPB-TV Inc., by J.P. Beacom through sales of stock to Thomas P. Johnson and George W. Eby. Action Sept. 12.

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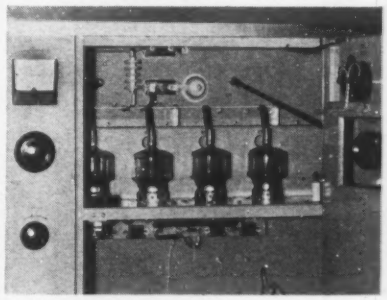

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Sept. 21

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,467	51	91	870
FM	722	33	187	136
TV	475	58	78	120

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Sept. 21

	VHF	UHF	TV
Commercial	453	80	533
Non-commercial	37	13	50

COMMERCIAL STATION BOXSCORE

As reported by FCC through Aug. 31, 1960

	AM	FM	TV
Licensed (all on air)	3,466	721	479[1]
CPs on air (new stations)	39	31	55[2]
CPs not on air (new stations)	102	190	76
Total authorized stations	3,607	942	655
Applications for new stations (not in hearing)	611	85	28
Applications for new stations (in hearing)	201	35	75
Total applications for new stations	812	120	103
Applications for major changes (not in hearing)	596	36	43
Applications for major changes (in hearing)	274	9	14
Total applications for major changes	870	45	57
Licenses deleted	0	1	1
CPs deleted	0	0	0

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

■ Granted motion by Southeastern Enterprises Inc. (WCLE) Cleveland, Tenn., to correct transcript of record in proceeding on its am application. Action Sept. 16.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement reached at Sept. 12 prehearing conference scheduled certain procedural dates in San Angelo, Tex., ch. 3 proceeding; exchange of exhibits—Nov. 14; further prehearing conference Nov. 21; continued Sept. 27 hearing to date to be fixed at further prehearing conference. Action Sept. 12.

■ Pursuant to agreement reached at Sept. 14 prehearing conference, continued Oct. 3 hearing to Nov. 14 in proceeding on am applications of Skyline Bcstrs. Inc., Klamath Falls and Earl McKinley Trabue, Myrtle Creek, both Ore. Action Sept. 14.

■ Pursuant to agreement reached at Sept. 14 hearing for group 2 in proceeding on am applications of Michigan Bcstg. Co. (WBCK) Battle Creek, Mich., et al, all exhibits, not heretofore exchanged, which constitute part of direct case of any applicant, including supplemental engineering exhibits based on 1960 U.S. Census figures, will be exchanged on Dec. 15; conference for purpose of fixing hearing dates will be held on Dec. 22. Action Sept. 14.

■ Scheduled prehearing conference for 2 p.m., Oct. 3, in proceeding on am application of S&S Bcstg. Co. (WTAQ) La Grange, Ill. Action Sept. 15.

BROADCAST ACTIONS
by Broadcast Bureau

■ Commission granted 29 applications for STA to operate vhf tv repeater stations pursuant to its July 27 report and order. That order enabled existing repeaters (boosters) which were constructed before July 7, 1960, to apply by Oct. 31 for temporary authorization to continue operation pending their compliance with requirements for new low-power vhf translator stations. Interim authorizations will permit such operation until Oct. 31, 1961. However, on or before Feb. 1, 1951, persons responsible for such existing repeaters must apply for mod of existing equipment and for construction of new station to meet translator rules. Such temporary authorizations are made possible by recent amendment to sec. 319 of Communications Act which empowers commission to license repeater stations which had been constructed on or before July 7, 1960 without prior authorization from commission.

STA granted Sept. 14:

Ch. Three Boosters, ch. 11, Fort Benton, Mont. (repeating programs of KRTV, ch. 3, Great Falls); East Glacier Tv Association, ch. 13, East Glacier Park, Mont. (KFBB-TV, ch. 5, Great Falls); Loma Tv Club, ch. 7, Loma, Mont. (KRTV, ch. 3, Great Falls, Mont.); Plateau Valley Tv Assn., ch. 10, Plateau Valley area, Colo. (KREX, ch. 5, Grand Junction); Ridgway Community T.V. Assn., ch. 3, Ridgway, Colo. (KREX, ch. 5, Grand Junction); Scranton Lions Club, ch. 10, Scranton, N.D. (KFYR, ch. 5, Bismarck); B&J Tv Service, ch. 10, Tecopa, area Calif. (KLRJ-TV Henderson, Nev.); Rattlesnake Free Tv., ch. 7, Missoula, Mont. (KXLF-TB, ch. 4, Butte); Town of Holyoke, ch. 12, Holyoke, Colo. (KNOP, ch. 2, North Platte, Neb.).

STA granted Sept. 13:

Star Valley Tv System Inc., ch. 7, Afton, Wyo. (KID-TV, ch. 3, Idaho Falls, Idaho); Newcastle Tv Assn. Inc. chs. 13, 11, 9 and 7, Newcastle, Wyo. (KFBC-TV, ch. 5, Cheyenne, Wyo.; KOTA-TV, ch. 3, Rapid City, S.D.; KTWO-TV, ch. 2, Casper, Wyo., and KDUH-TV, ch. 4, Hay Springs, Neb.); Ouray Tv Assn., ch. 4, Ouray, Colo. (KREX-TV, ch. 5, Grand Junction); Sierra Grande Tv Co., ch. 8, Des Moines, N.M. (KGNC-TV, ch. 4, Amarillo, Tex. Eagle Butte Community T.V., ch. 9, Eagle Butte, S.D. (KPLO-TV, ch. 6, Reliance); Loma Tv Club, ch. 11, Loma, Mont. (KFBB-TV, ch. 5, Great Falls); Dubois Community Tv Club, ch. 4, Dubois, Wyo. (KWRB, ch. 10 Thermopolis); Nelson A. Crawford, ch. 12, Lebanon, N.H., and White River Junction, Vt. (W81AA, ch. 81, White River Junction, Vt.); Milestown Tv Club Inc., chs. 6, 7, 9, 12, Miles City Area, Mont. (KGHL-TV, ch. 8; KOOK-TV, ch. 2; Billings, Mont.); Rattlesnake Free Tv, ch. 9, Missoula, Mont. (KMSO-TV, ch. 13, Missoula); Anaconda Tv Assn. Inc., chs. 8 and 10, Galen, Warm Springs and Opportunity and Anaconda, Mont. (KMSO-TV, ch. 13, Missoula); Harlem Tv Club, ch. 7, Harlem, Mont. (KFBB, ch. 5, Great Falls); Crawford Community Tv Assn., ch. 7, Crawford, Colo. (KREX, ch. 5, Grand Junction).

Actions of September 16

KLTF Little Falls, Minn.—Granted assignment of license to **Little Falls Bcstg. Co.**

WMMH Marshall, N.C.—Granted acquisition of negative control by **Cleatus O. Brazzell** and **Andrew D. Shields** through purchase of stock from **Vernon C. McCarthy.**

WKCT Bowling Green, Ky.—Granted license covering installation of new trans.

WQXQ Ormond Beach, Fla.—Granted mod. of license to operate trans. by remote control.

WSTV-TV Steubenville, Ohio.—Granted

cp to change ERP to vis. 316 kw, aur. 158 kw.

KFAR Fairbanks, Alaska—Granted cp to install new trans.

WYLD New Orleans, La.—Granted cp to install alternate main trans.

KTPS (TV) Tacoma, Wash.—Granted mod. of cp to change ERP to vis. 16.2 kw., aur. 8.91 kw.

KARO (FM) Houston, Tex.—Granted mod. of cp. to change type ant. and make changes in ant. system; and extension of completion date to Oct. 30.

Actions of September 15

KTAG-TV Lake Charles, La.—Granted involuntary assignment of cp to **J. Warren Berwick, Harold Knox, R.B. McCall Jr., and Louisiana National Bank of Baton Rouge**, executors of estate of **C.W. Lamar Jr.**, deceased.

WMSB (TV) Onondaga, Mich.—Granted license for tv station; ERP vis. 309 kw, aur. 174 kw; ant. 970 ft.

WILX-TV Onondaga, Mich.—Granted license for tv station; ERP vis. 309 kw, aur. 174 kw; ant. 970 ft.

WVTS (FM) Terre Haute, Ind.—Granted cp to install new type trans.

KFVS-TV Cape Girardeau, Mo.—Granted mod. of cp to add 50 kw alternate vis. trans., 10 kw alternate aur. driver, and to modify ant.; ERP vis. 288 kw, aur. 144 kw; condition.

WAMM Flint, Mich.—Granted extension of completion date to Oct. 30.

Actions of September 14

KBLR Goodland, Kans.—Granted involuntary assignment of license to **Max Jones**, trustee in bankruptcy.

KBLR-TV Goodland, Kans.—Granted involuntary assignment of license to **Max Jones**, trustee in bankruptcy.

WAJC (FM) Indianapolis, Ind.—Granted cp to increase ERP to 36 kw, change trans. and main studio location, install new type trans. and type ant. and make changes in ant. system: ant. 360 ft.

Evening Star Bcstg. Co., Washington, D.C.—Granted cp for low power station.

KSWB (TV) Elk City, Oklahoma.—Granted mod. of cp to change type trans. ant. system; ERP vis. 26.3 kw, aur. 13.2 kw; ant. 640 ft.

WIXK New Richmond, Wis.—Granted mod. of cp to change type trans.

***KPFK Los Angeles, Calif.**—Granted mod. of cp to operate trans. by remote control.

WCOW Sparta, Wis.—Granted mod. of cp to change type trans.

KELE Phoenix, Ariz.—Granted authority for period of 90 days to remain silent.

■ Following stations were granted extensions of completion dates as shown: WGIV Charlotte, N.C. to Dec. 2; KMA Shenandoah, Iowa to Jan. 2, 1961; WITA-FM San Juan, P.R. to Dec. 31; KBOI-FM Boise, Idaho to Nov. 1; WGGM (FM) Taylorville, Ill. to Feb. 16, 1961; WRUL Scituate, Mass. to Oct. 31; KFRN Forney, Tex. to Dec. 1.

Actions of September 13

KOFY San Mateo, Calif.—Granted assignment of license to **Intercontinental Radio Inc.**; without prejudice to whatever action commission may deem warranted as result of any final determinations reached by commission in connection with its pending inquiry into compliance by broadcast licensees with sec. 317 of Communications Act, and related matters.

KXLF-TV Butte, Mont.—Granted license covering replacement of trans.

WBBM Chicago, Ill.—Granted license covering installation of new trans. as aux. trans.; without prejudice to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of network study staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters; and without prejudice to whatever action commission may deem warranted as result of any final determinations reached by commission in connection with its pending inquiry into compliance by broadcast licensees with sec. 317 of Communications Act, and related matters.

WXYZ Detroit, Mich.—Granted licenses covering changes in ant.-trans. and studio locations, changes in DA system and ground system; and installation of new trans. for aux. purposes only without prejudice to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of network study staff; (2) related studies and inquiries now being considered or conducted by commission; and without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

WBZ Boston, Mass.—Granted license covering installation of aux. trans. at studio location; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

WHK-FM Cleveland, Ohio—Granted license covering increase in ERP and ant. height; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

KZFM (FM) Cortez, Colo.—Granted extension of completion date to March 13, 1961.

WDAF-FM Kansas City, Mo.—Granted extension of completion date to Jan. 27, 1961.

WBBS (FM) Crawfordsville, Ind.—Granted authority to Oct. 15 to broadcast only one day per week (Sundays).

Action of September 9

KJAM Madison, S.D.—Granted authority to sign-on Sundays 7 a.m. and sign-off 6 p.m. for period ending Sept. 30. Beginning Oct. 1 may sign-on 7 a.m., however, sign-off must be in accordance hours specified on station license.

Actions of September 12

KDLA DeRidder, La.—Granted license covering installation of new type trans.

KOLO Reno, Nev.—Granted license covering change from employing DA-ND to DA-N only; operate remote control while using non-DA.

WPAW Pawtucket, R.I.—Granted license covering change hours of operation, ant.-trans. location; installation DA-N and new trans., make changes in ground system and specify trans.

WNCN (FM) New York, N.Y.—Granted license covering installation of aux. trans.; remote control permitted.

KPQ Wenatchee, Wash.—Granted license covering installation of new aux. trans.

WBRK Pittsfield, Mass.—Granted licenses covering change ant.-trans. location, make changes in ant. system and installation new trans.; remote control permitted; and move of old main trans. to main trans. location as aux. trans.

■ Granted cp to Blue Water Bcstg. Co. (WSTU) Stuart, Fla. to make changes in ant. system (increase height); condition.

■ Granted Dover Bcstg. Co. (WAND-FM) Canton, Ohio extension of completion date to Nov. 20.

PETITIONS FOR RULEMAKING

Delta College, Bay County; WSWM-FM East Lansing, both Mich.—Request allocation of ch. 19 to Bay City, Mich., by making following proposed changes:

	Add	Delete
Midland, Mich.	25	19
Bay City, Mich.	19+	
East Tawas, Mich.	21	25

Ann. Sept. 16.

Adler Electronic Inc., New Rochelle, N.Y.—Requests amendment of subparts I and J of rules so as to permit tv transmission in 2110-2200 mc common carrier band by making following changes: (1) in paragraph 21.-701(E) — eliminate sentence "Television transmission in this band is not authorized" (2) in paragraph 21.703(G)—change table as set forth to provide 8 mc authorized bandwidth instead of 5 mc authorized bandwidth for frequency band 2110-2200 mc. (3) in section 21.801(G)—add 2110-2200 mc to table with footnote "Limited to 8 mc bandwidth". (4) in section 21.804(D)—add to table frequency band 2110-2200 mc with authorized bandwidth of 8 mc. Denied by order adopted Sept 7, 1960, and released Sept. 12, 1960. Ann. Sept. 16.

Radio-Electronics-Tv Manufacturers Assn.—Petition for mod. of commission's practice with respect to tv trans., by including all types of tv trans. which were in use prior to June 30, 1955, on commission's "Radio Equipment List, Part A, Tv Broadcast Equipment". Denied by memorandum opinion & order adopted Sept. 7, 1960, and released Sept. 13, 1960. Ann. Sept. 16.

Staff Instructions

Commission on Sept. 20 directed preparation of document looking toward denying petition by Elzey Roberts for reconsideration of July 14 decision in Miami ch. 10 proceeding. Ann. Sept. 20.

License Renewals

Following stations were granted renewal of license: WAFC Staunton, Va.; WASA Havre de Grace, Md.; WBLU Salem, Va.; WBMD Baltimore, Md.; WCFV Clifton Forge, Va.; WELD Fisher, Va.; WEER War-

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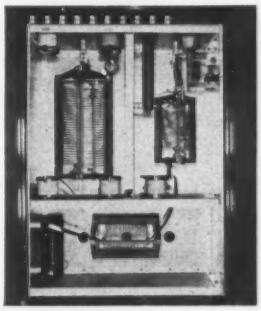

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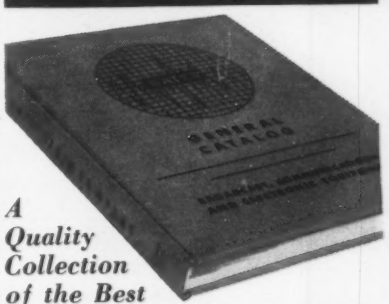

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New FCC processing line announced

Following applications are at top of am processing line and will be considered by FCC beginning Nov. 4, commission has announced. Any new applications or changes in current applications that may conflict with those that follow must be filed with FCC by close of business Nov. 3, in order to be considered.

Applications from the top of processing line:

BP-11393—KYNG Coos Bay, Ore., KYNG Radio, Has: 1420 kc, 1 kw, D. Req: 980 kc, 1 kw, D.

BP-12770—KPOL Los Angeles, Calif., Coast Radio Bcstg. Corp. Has: 1540 kc, 10 kw, DA-N, unl. Req: 1540 kc, 10 kw, 50 kw-LS, DA-2, unl.

BP-13435—New, Conway, Ark., Central Arkansas Bestrs. Req: 1330 kc, 500 w, D.

BP-13436—KCLV Clovis, N.M., New-Tex Bcstg. Inc. Has: 1240 kc, 250 w, unl. Req: 1240 kc, 250 w, 1 kw-LS, unl.

BP-13439—WJBB Haleyville, Ala., Haleyville Bcstg. Co. Has: 1230 kc, 250 w, unl. Req: 1230 kc, 250 w, 1 kw-LS, unl.

BP-13440—WBRD Bradenton, Fla., Sunshine State Bcstg. Co., Has: 1420 kc, 1 kw, DA, D. Req: 1420 kc, 1 kw, DA-2, unl.

BP-13442—WBIW Bedford, Ind., Bedford Bcstg. Co., Has: 1340 kc, 250 w, unl. Req: 1340 kc, 250 w, 1 kw-LS, unl.

BP-13445—New, Lompoc, Calif., Aubrey H. Ison, James A. McCulla and Paul C. Masterson. Req: 1410 kc, 500 w, DA, D.

BP-13447—New, Big Bear Lake, Calif., Big Bear Bcstg. Co., Req: 1050 kc, 250 w, D.

BP-13448—New, Johnston, S.C., The Edgefield-Salude Radio Co. Req: 1570 kc, 250w, D.

BP-13457—KGEE Bakersfield, Calif., KGEE Inc. Has: 1230 kc, 250 w, unl. Req: 1230 kc, 250 w, 500 w-LS, unl.

BP-13458—KSLV Monte Vista, Colo., Colorado Radio Corp. Has: 1240 kc, 250 w, unl. Req: 1240 kc, 250 w, 1 kw-LS, unl.

BP-13459—WJOY Burlington, Vt., Vermont Bcstg. Corp. Has: 1230 kc, 250 w, unl. Req: 1230 kc, 250 w, 1 kw-LS, unl.

BP-13460—New, Marianna, Ark., Lee Bcstg. Co. Req: 1460 kc, 500 w, DA, D.

BP-13464—New, Tulsa, Okla., Oral Roberts Evangelistic Assoc., Inc. Req: 1550 kc, 1 kw, D.

BP-13465—New, Laredo, Tex., Southwestern Operating Co. Req: 1300 kc, 500 w, D.

BP-13467—WKLA Ludington, Mich., Raymond A. Plank. Has: 1450 kc, 250 w, unl. Req: 1450 kc, 250 w, 1 kw-LS, unl.

BP-13469—New, Hamilton, Mont., Inland Bcstg. Co. Req: 570 kc, 500 w, D.

BP-13470—KBMY Billings, Mont., Billings Bcstg. Co. Has: 1240 kc, 250 w, unl. Req: 1240 kc, 250 w, 1 kw-LS, unl.

BP-13476—KWLM Willmar, Minn., Lakeland Bcstg. Co. Has: 1340 kc, 250 w, unl. Req: 1340 kc, 250 w, 1 kw-LS, unl.

BP-13477—New, Blauvelt, N.Y., Rockland Bcstg. Co.; Req: 1300 kc, 500 w, DA, D.

BP-13479—WSIC Statesville, N.C., Statesville Bcstg. Co. Has: 1400 kc, 250 w, unl. Req: 1400 kc, 250 w, 1 kw-LS, unl.

BP-13481—KMBY Monterey, Calif., John Burroughs Inc. Has: 1240 kc, 250 w, unl. Req: 1240 kc, 250 w, 1 kw-LS, unl.

BP-13483—WSKY Asheville, N.C., Radio Asheville Inc. Has: 1230 kc, 250 w, unl. Req: 1230 kc, 250 w, 1 kw-LS, unl.

BP-13484—KWG Stockton, Calif., KMO Inc. Has: 1230 kc, 250 w, unl. Req: 1230 kc, 250 w, 1 kw-LS, unl.

BP-13486—WGVA Geneva, N.Y., Star Bcstg. Co. Has: 1240 kc, 250 w, unl. Req: 1240 kc, 250 w, 1 kw-LS, DA-D, unl.

BP-13489—WDOT Burlington, Vt., DOT Bcstg. Corp. Has: 1400 kc, 250 w, unl. Req: 1400 kc, 250 w, 1 kw-LS, unl.

BP-13490—WVLD Valdosta, Ga., Norman O. Protsman. Has: 1450 kc, 250 w, SH Req: 1450 kc, 250 w, 1 kw-LS, SH.

BP-13492—WMAF Madison, Fla., Norman O. Protsman. Has: 1230 kc, 250 w, SH Req: 1230 kc, 250 w, 1 kw-LS, SH.

BP-13493—KRIC Beaumont, Tex., Enterprise Co. Has: 1450 kc, 250 w, unl. Req: 1450 kc, 250 w, 1 kw-LS, unl.

BP-13494—WGNS Murfreesboro, Tenn., WGNS Inc. Has: 1450 kc, 250 w, unl. Req: 1450 kc, 250 w, 1 kw-LS, unl.

BP-13496—WTOL Toledo, Ohio, Community Bcstg. Co. Has. 1230 kc, 250w, unl. Req: 1230 kc, 250 w, 1 kw-LS, unl.

BP-13503—WLDB Atlantic City, N.J., Atlantic City Bcstg. Co. Has: 1490 kc, 250 w, unl. Req: 1490 kc, 250 w, 1 kw-LS, unl.

BP-13504—KFAY Fayetteville, Ark., H. Weldon Stamps. Has: 1250 kc, 500 w, D. Req: 1250 kc, 1 kw, D.

BP-13505—WHUN Huntingdon, Pa., The Joseph F. Biddle Publishing Co. Has 1150 kc, 1 kw, D. Req: 1150 kc, 5 kw, D.

BP-13506—KLER Orofino, Idaho, Clearwater Bcstg. Co. Has: 950 kc, 500 w, D. Req: 950 kc, 1 kw, D.

BP-13507—WOLS Florence, S.C. The Florence Bcstg. Co. Has: 1230 kc, 250 w, unl. Req: 1230 kc, 250 w, 1 kw-LS, unl.

BP-13510—WHLP Nashville, Tenn., Trans-Air Bcstg. Corp. Has: 1570 kc, 1 kw, D (Centerville, Tenn.) Req: 1570 kc, 1 kw, D (Nashville, Tenn.)

BP-13514—New, Superior, Wis., Radio Superior Inc. Req: 970 kc, 500 w, D.

BP-13523—New Madill, Okla., Herbert J. Pate. Req: 1550 kc, 250 w, D.

BP-13524—New, Ogden, Utah, Executive Bcstg. Co. Req: 1250 kc, 1 kw, D.

BP-13525—KPER Gilroy, Calif., Radio KPER. Has: 1290 kc, 1 kw, D. Req: 1290 kc, 5 kw, DA. D.

BP-13526—WTCW Whitesburg, Ky., Folkways Bcstg. Co., Has: 920kc, 1 kw, D. Req: 920kc, 5 kw, D.

BP-13528—New Dadeville, Ala., J. C. Henderson, Req: 910kc, 500 w, D.

BP-13530—WADA Shelby, N.C., Cleveland County Bcstg. Co., Has: 1390kc, 500w, DA, D. Re: 1390kc, 500w, D.

BP-13531—New Denver City, Tex., Yoakum County Bcstg. Co., Req: 1580 kc, 250 w, D.

BP-13533—New Abbeville, Ala., Ralph W. Hoffman, Req: 1480 kc, 1 kw, D.

Applications on which 309(b) letters have been issued:

BP-13437—WMYB Myrtle Beach, S.C., Coastal Carolina Bcstg. Corp., Has: 1450 kc, 250 w, unl. Req: 1480 kc, 1 kw, 5 kw-LS, DA-N, unl.

BP-13485—WKGN Knoxville, Tenn., WKGN Inc., Has: 1340 kc, 250 w, unl.. Req: 1340 kc, 250 w, 1 kw-LS, unl.

DB-13508 — New Houston, Mo., Texas County Bcstg. Co., Req: 1250 kc, 500 w, D.

Applications Deleted from Public Notice of April 9, 1959:

BP-11680—New Redwood City, Calif. South Bay Bcstg. Co., Req: 850 kc, 5 kw, DA-1, unl. (In pending file re revised sec. 1.351 of commission rules).

BP-12056—KWJJ Portland, Ore., Rodney F. Johnson, Has: 1080 kc, 10 kw, DA-2, unl. Req: 1080 kc, 10 kw, 50 kw-LS, DA-2, unl. (In pending file re sec. 1.351 of commission rules).

BP-12171—WPOR Portland, Me., Hildreth Bcstg. Co., Has: 1490 kc, 250 w, unl. Req: 1140 kc, 10 kw, DA-1 unl. (In pending file re revised sec. 1.351 of commission rules).

Continued on page 115

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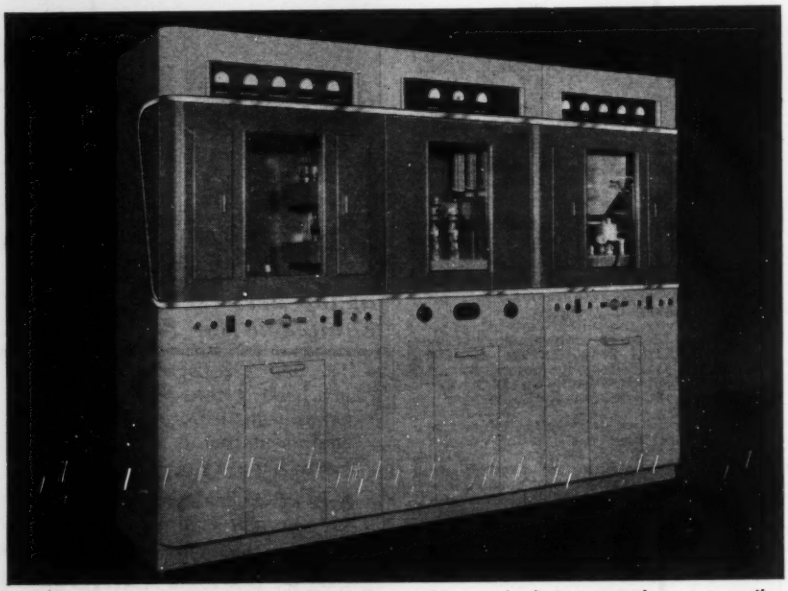

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Opportunity for announcer who wishes to step into sales under aggressive sales management with future. Must have am broadcasting background. Position in sales only. No board work. Write Box 179C, BROADCASTING.

Salesman with experience and ideas wanted for top station in market Florida east coast. Write Box 199C, BROADCASTING.

Salesman announcer— expanding southern California am, fm station needs nite fm announcer, with first class radio telephone license. $300 per month plus 20% all sales. Send resume, tape, picture. Box 201C, BROADCASTING.

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Salesmen. Newly purchased 5000 watt station in top 50 New England market seeks two aggressive local salesmen, one of whom could become sales manager. Start at $85.00 weekly guarantee, against 20% commission. This opportunity may never arise again. Replies held in confidence. Box 312C, BROADCASTING.

Have immediate opening for experienced salesman in progressive single station west Texas market. Contact Clint Formby, KPAN, Hereford, Texas.

Salesman-assistant manager wanted immediately. Good opportunity. KWRT, Boonville, Missouri.

WJSO 5kw #1 Pulse needs top salesmen. $350 plus 17½ to 25% commission. Replies confidential. P.O. Box 148, Johnson City, Tenn.

Outstanding salesman wanted for Palm Beach quality station WQXT-AM-FM, with potential for sales and station managership. Salary based on background and proven ability. This could be your finest opportunity to date. Please contact Art Rivera at the Waldorf Astoria, Park Avenue, New York, September 29 thru October 6, for appointment and interview.

Help Wanted—(Cont'd)

Sales

Top-rated station—Jackson, Miss. See our ad under Management. P.O. Box 197, Jackson, Miss.

Top grade professional time salesman wanted for Texas radio chain. Security and company benefits. No drifters or drinkers, family man preferred. Give full details in letter to Box 866, Dallas.

What proposition acceptable? Phone or write W-RIP, Chattanooga.

Salesman for dynamic 5 kw in metropolitan market of 300,000. Excellent earning potential. Send resume to Jay Elson, P.O. Box 511, Port Arthur, Texas.

Representative wanted in your territory. From your desk you can earn a substantial addition to your income. Only written contacts with your clients! Write for particulars and further details to VKK-office, Vienna 66, P.O.B. 128, Austria.

Announcers

Step up! Punch and push personality for top-rated, 24-hour 5 kw in booming eastern market. 35 hour week. Start $105.00. First phone preferred, will consider all others. Send tape, picture, detail. Permanent. Box 994B, BROADCASTING.

Announcer with first phone. We need and are prepared to pay for experienced man. Northwest kilowatt that programs middle of the road. We move our good men up. If you qualify rush tape, resume. Box 172C, BROADCASTING.

Salesman . . . experienced . . . must know announcing, copy, and good radio. 1 station market, Pennsylvania. Box 177C, BROADCASTING.

Boston requires swinging dj. Top 40 personality. Enthusiasm, brilliance, brains. Tape, resume. Box 255C, BROADCASTING.

Program director and swinging dj. Top 40, high Pulse rated. N.E. metro market. Immediate opening. Tape and references. Box 256C, BROADCASTING.

Immediate opening: Experienced, mature announcer with voice to match, to provide part of our Pleasant Sound. Stable midwestern market. Good salary, benefits, working conditions. Send tape, resume, photo to Box 262C, BROADCASTING.

Wanted, combo men for midwest single station market. Box 288C, BROADCASTING.

Swingin' dj ready to move up to pd number one format station, midwest. Chance for tv, too. Send short, expendable tape and picture. Box 299C, BROADCASTING.

South Florida. Fast paced, format radio, who is willing to work and follow instructions to make better than average money. Family man only. Box 315C, BROADCASTING.

Ohio, Indiana, Kentucky area city of 30,000 offers extremely pleasant smaller city living plus easy access to metropolitan areas. Immediate opening for announcer capable of interesting record shows and knowledgeable news. Adult music backed by strong local news policy featuring ground and air mobile units, monitor radios, and miniature recorders. Brand new studios. Present staff mature, married, and dedicated radio pros. Send tape, photo, and job history first letter to Box 327C, BROADCASTING.

News man, major group station in top eastern market. Needs topnotch man urgently. Compile, edit and read news. Start immediately. Rush tape and background. Answer immediately. No tape returned. Box 338C, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

AM-fm adult-music station has opening for announcer-salesman with 1st class license. $500 month plus commission. Send tape, photo, resume to KACE, Riverside, California.

Experienced staff announcer—dj. Tight production for adult music station. Opening October 1st. Send tape, picture, resume and salary requirements to Program Director, KGFW, Kearney, Nebraska.

Announcer with first phone ticket. Salary based on ability. E. H. Whitehead, KTLU, Rusk, Texas.

Announcer daytimer. Mail tape, photo KVWM, Showlow, Arizona.

Capable announcer wanted immediately for progressive station. KWRT, Boonville, Missouri.

Announcer. Must be experienced for well established small market station near Philadelphia. General staff and board work in good music and news operation. Good salary with profit sharing plan. WCOJ, Coatesville, Pennsylvania.

Two announcers needed immediately. Starting salary range from $60 to $85 weekly depending on ability, experience and whether qualified for morning or afternoon shift. Opportunity for advancement at this station or other company stations, which is reason for openings. Send tape, references and complete experience in first correspondence to William Wynn, Program Director, WLSV, Wellsville, N.Y.

Announcer-salesman combination. Three hours daily plus guarantee on commissions. WNCO, Ashland, Ohio.

Top 50 market needs announcer. Contact Nick Robinson, WREB, Holyoke, Massachusetts.

Home base of 3-station modern radio chain needs top flight newsroom man strong on commercials who can double as swinging dj. Plenty of opportunity for man with real ability. Experienced only, please. Write: Operations Manager, WSBA, York, Penna.

WSMI, Litchfield, Illinois has opening for experienced, versatile announcer. Growing station with modern plant and latest equipment.

24 hour Florida station needs experienced announcer for morning show. Send resume. WTRL, Bradenton, Florida.

WUSN-TV-Charleston, S.C., has immediate opening for qualified radio announcer who wants to move into television. Please send audio or videotape with resume and recent photograph to Ed K. Webb.

For deejays original enough to create their own material. The Deejay AirHumorology Kit tells you what humor is and how to create your own patter. $4.80, postpaid. AirHumorology, P.O. Box 1, Elkhart, Indiana.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential, Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Technical

Chief engineer. Responsible, adult midwesterner step up to successful small city daytimer away from metropolitan frenzy. Maintain standard equipment, keep good sound, do some announcing. Take your place in community. Real opportunity, permanent job. Send details, salary expected. Answer guaranteed. Box 297C, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Chief engineer to take complete charge. State salary expected. Resume of experience. KGFW, Kearney, Nebraska.

Experienced first class licensed technician for 5 kw transmitter operation and general station maintenance. Good starting salary for qualified man and opportunity for advancement. Applicants must have car and personal interview will be required. Telephone, wire or write, Mr. Charles Murn, WOKO, Albany, New York.

Young—"First" engineer, as chief, immediately. Announcing ability—car—interview required. Past subject to check. Phone Mr. Eyre, Manager, WTOR, Torrington, Connecticut.

Chief engineer or combo chief and announcer. Salary open. WVOS, Liberty, New York.

Production-Programming, Others

Local newsman-gather and announce 250 fulltime-southeast New York state. Box 786B, BROADCASTING.

Program director for well-established classical music station in the Pacific west. Must be capable of organizing and directing air personnel, supervising classical music selection, working with station's commercial staff, and giving fully professional action to program policy and station promotion. Please do not apply unless you can furnish proof of classical music broadcasting experience under demanding circumstances. Send full background, references and salary desired with first letter. Write Box 928B, BROADCASTING.

Northwest network station needs qualified news director. We expect hard working man who knows news, man with executive ability who can move up with solid operation. Box 173C, BROADCASTING.

Male copywriter . . . must be good typist and experienced. Some air and news work available. Eastern Pennsylvania. Box 176C, BROADCASTING.

Newsman (midwesterner). Gather, write, and announce. Incentive and opportunity—do some selling, earn commissions. Permanent job for dependable adult. Exclusive, well regarded daytimer, small community. Good business. Congenial staff. Right living. Send all details. We'll answer. Box 296C, BROADCASTING.

Wanted—Experienced program director-announcer for 1-kw daytimer about to go fulltime. Emphasis on good music, news and sports. Car necessary. Progressive city of 15,000. Salary open. Send tape, photo, full information and references first letter to Manager. KSCB, Liberal, Kansas or phone Main 4-3891.

The powerful five thousand watt voice of North Dakota is looking for not one but two top men. News ability desired and good production sense required. Contact Don Mactavish, General Manager, KSJB, Jamestown, N. Dak.

Production man—program director—dj with ideas aplenty—swinging format station. This could be a big job and is open for someone who will accept responsibility. Rush reply to Bob Story, Station Manager, WNOR, Norfolk, Virginia.

Young man with inquisitive mind for expanding news operation. Some typing experience necessary. Work primarily gathering, editing and announcing local news. Some dj work. Inexperienced young announcer considered. Send photo, tape, resume and starting salary. WADS, Ansonia, Connecticut.

Musical director for country and western station WARL-AM-FM, "The Living Sound of the American Country and West" in the nation's capital searching for qualified musical director, graduate of a credited musical institution, such as, Juilliard or Peabody. Dispatch qualifications to WARL, P.O. Box 7065, Arlington, Virginia.

Gal Friday—Must be real swinger and right hand to station manager. Typing, radio savvy, personable, go-getter. Some air work on production announcements. Rush resume and picture to Bob Story, Station Manager, WNOR, Norfolk, Virginia.

RADIO

Situations Wanted—Management

Experienced manager. Ten years present successful operation. Seventeen years radio. Box 899B, BROADCASTING.

Experienced, qualified station manager seeks home. New ownership requires change. Present earnings $15-1600 monthly. Want top 50 market with challenging opportunity. Write Box 101C, BROADCASTING for personal interview.

Honest, aggressive young medium market manager wants to settle in exclusive midwestern small market. Box 174C, BROADCASTING.

Lets discuss mutually satisfactory management association to fulfill your stations potential. Hard working manager, 15 years experience, all phases. Turned chain's small competitive market station into profitable monthly operation as leading sales producer. Creator, executor unusual copy, production commercials, station promotion, programming ideas. Desire better location for permanency. Box 190C, BROADCASTING.

I'm employed — manager/sales manager, profitable operation. I'd like change to station where gross and earning potential is larger. Personal billing 50% of gross. Known accredited reputation experience background. Lets compare notes. Box 239C, BROADCASTING.

Capable manager-engineer wants to lease station in southeast with option to buy. Consider part purchase. Family man in midthirties. Excellent references. 9-year management-engineering experience. Write Box 286C, BROADCASTING.

Tiger for sale. If you are hunting for a manager with a desire to make money for you on sound basics and top radio operation. Write or wire Box 308C, BROADCASTING.

Dynamic producer, now employed as manager desires change. Know Florida markets and southern coastal. Here's aleman$hip! Radio management or tv-sales. Box 290C, BROADCASTING.

Make your station swing with my ideas and imagination. If you need new management and new objectives write or wire Box 309C, BROADCASTING.

Management. Small, medium market Virginia, North Carolina, Kentucky, Tenn. Three years management. Eleven years radio. Sales, programming, announcing. Now sales, large market. 32, family. Successful background. Box 301C, BROADCASTING.

Sick station? I don't believe it. For fresh ideas and an approach based on objective experience write Box 310C, BROADCASTING.

New sound of radio. Experience and aggressive sales programming ideas plus positive thinking can put your station into profit. Box 311C, BROADCASTING.

What's your favorite color? Want a manager who loves black but hates red? (Ledger ink, this is.) Presently employed as manager of station soon to be sold. Experienced in administration, sales, and air work. Option to invest preferred. Size of market unimportant. Box 318C, BROADCASTING.

Sales

3 years experience major market radio, selling, servicing, copywriting, radio-television degree, 34, family. Wishes to build future in radio or television. Box 200C, BROADCASTING.

See "Professional Sales Representative" under television-sales.

Announcers

DJ, strong news, commercials, steady, relocate anywhere. Seeking challenge. Box 988B, BROADCASTING.

Negro dj, sales-minded, serious, audience appeal. Versatile, go anywhere. Box 989B, BROADCASTING.

Gal dj, negro, board, sales, travel. Available immediately. Box 990B, BROADCASTING.

Outstanding personality looking to break into major market after 5 years in the hinterlands. Consistently top rated. References tell the story. Box 183C, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer, pd, sports-play-by-play, 8 years experience, 26, family, college graduate, finest character and references, employed. Box 211C, BROADCASTING.

Experienced, employed combo. Seeks Minnesota-Wisconsin station. $110 minimum. Dependable. Box 212C, BROADCASTING.

The mature approach! Presently employed at 50,000 watt operation in top northeastern market. With present employers knowledge, wish to relocate. Familiar with sports as well as dj and news activities. Excellent references, married. If you're looking for a smooth, positive touch in your daytime or evening programming, let's talk it over! Salary open. Box 221C, BROADCASTING.

Attention small markets!. DJ, 23, single, draft-free, 4 months experience, absolutely fantastic potential—prefer top 40, but will consider all offers. Box 226C, BROADCASTING.

Young man looking for start in radio or tv, graduate of SRT-TV but lack experience. Prefer New England area. Box 233C, BROADCASTING.

Announcer, two years experience, bright sound, want to settle, married, not a floater. Box 234C, BROADCASTING.

College grad, single, 24, experienced future management potential, great ad-liber. Box 254C, BROADCASTING.

What do you need to take the lead? Creative record show, fresh approach to news, authoritative sports, sales concepts that defy the price cutters, attentive listeners, 1st ticket. You can have them all in one package in exchange for "program director with a voice" position 10 years experience. A.B. degree. Box 265C, BROADCASTING.

Announcer, mature. Authoritative news. Smooth dj. Top markets only. Box 272C, BROADCASTING.

Announcer-newscaster seeks New England position. 2½ years plus experience. Box 273C, BROADCASTING.

Announcing school graduate, 25, strong on commercials and news. Reliable, ambitious, sincere. Locate anywhere for promising opportunity. Liberal Arts masters degree. Tape available. Box 274C, BROADCASTING.

"E Pluribus Unum". If you need a bright young midnight man, I'm that "One". $95.00 minimum. Box 279C, BROADCASTING.

Canadian, nine years experience, sports play-by-play, production and promotion, married with family. Send replies to Box 281C, BROADCASTING.

Play-by-play outstanding sportscaster. Proven reputation. Currently employed in two of the east's major markets. Five years experience, all sports. State network and major university affiliation. Consider only top position. Box 282C, BROADCASTING.

Announcer, disc jockey, lively, sound, fast board experience, not a floater. Box 283C, BROADCASTING.

Announcer, salesman, experienced, married, veteran, tight format, wants to settle. Box 284C, BROADCASTING.

Stop here if you're looking for a reliable young (26) versatile airman with 1½ years experience. Will locate anywhere. Strong on news and dj. Box 285C, BROADCASTING.

Attention! Slow-paced stations, light on experience, ticket, no maintenance. Box 289C, BROADCASTING.

Negro-disc jockey looking for work, could do news, commercial and work own board. Box 291C, BROADCASTING.

Need sales and listenership? Try me. Voices and gimmicks guaranteed to give competitors nightmares. Presently employed. $85 minimum. Box 293C, BROADCASTING.

DJ: 5 years experience. Vet, single, 25. Two years college. Like to settle in the Pacific northwest. Tape, photo, resume on request. Box 294C, BROADCASTING.

Attention west Texas! 1st phone dj. Available in 4 weeks. Box 303C, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Young fellow, willing to work and learn. Little experience plus broadcasting school. Box 307C, BROADCASTING.

Ebullient announcer—Experienced all phases radio-tv, production, etc. Available for interview and audition. Write Box 316C, BROADCASTING or call Brooklyn, New York, DE 6-0539.

Wake up smiling *(At higher ratings) leaving number one tv station in New York City—radio background too! Two man morning radio show—never aired here and ready to go anywhere. Vets, degree, mature. Prefer medium market but all inquiries answered. Resume and tape on request. Box 317C, BROADCASTING.

Formal sounding news announcer, college, 7 years experience, 29, married, desires immediate radio or tv opening. Write Box 328C, BROADCASTING.

DJ-announcer, 5½ years experience: Tight production—presently employed. All formats. 28, single, will travel. Trick voices. Box 335C, BROADCASTING.

Announcer/sales—Top experience in small and medium markets. Good air personality, can keep accounts active. Want to join progressive organization. Offering security, longevity, creativeness. Plus chance to move up. Major markets invited to inquire. Tapes, complete brochure sent in receipt of your letter. West—S. west preferred, due to wife's present health. Box 337C, BROADCASTING.

Seeking integrated operation, balance programming, profit sharing in sportsman "paradise". All first letter. 11 years radio-tv all phases. Minimum $150. Settle permanently. Family, vet, 30. 1040 Riverside Avenue, Defiance, Ohio. Phone 2-2701.

Personality-dj. Now in 6th market. Tight production combo, both adult and top 40. Held highest Hooper and Pulse on station in all time periods placed. Complete knowledge of music and production. Have done all types tv commericals including film, tape and live. Know all phases tv operation and production. Very highly recommended by media managers and presidents. Seeking metro markets within next two weeks. Married, children and permanent. Write or phone Dick Dobbyn, 606 Regal St., Houston, Texas, HUdson 4-2204.

Announcer, 26, married, draft exempt, 2 years board experience. Have had emphasis on country music. Presently employed. June Draper, 576a, Valley Road, Pulaski, Va.

Staff announcer. First license. Experience. Single. Have car. Write copy and all staff duties. Stan Foreman, 816 Perry St., Hoquiam, Washington. GE 8-3916.

Detroit announcer 15 years experience wishes to relocate in medium to large market. Network caliber. Strong on radio news (some tv) also good music. Top references. Call or write Dick French, WJBK, TR 3-7400 or PR 2-9838.

Announcing school graduate, looking for start. Announcing-dj, sales. 29, married, vet. Board experience. Studying for 1st phone. N.Y., N.J., Conn., L.I. area Austin Young, 152 W. 9th St., Deer Park, N.Y., MOhawk 7-8769.

Situations Wanted—(Cont'd)

Announcers

D-Js experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

Technical

First phone, three years experience control room engineer, no announcing, available immediately. Box 191C, BROADCASTING.

Engineer experienced construction, maintenance a.m., f.m. Presently employed. Chief 5 kw d.a. Like locate midwest. Consider maintenance group small stations. Have test equipment. References. Box 305C, BROADCASTING.

Chief engineer, 5 kw, fair announcer, family man. Wants permanent position, definite hours. Relocate south, I work for money. Box 313C, BROADCASTING.

Chief engineer, experienced construction, maintenance, am, fm, directionals and proofs. Box 320C, BROADCASTING.

Young married man with first phone desires position in broadcasting with station located somewhere in south. VA 1-7393, Kansas City, Missouri. Box 321C, BROADCASTING.

Chief engineer, construction maintenance, remote control, d.a. experience to 5 kw. Prefer midwest, take active part in production, general station operation. References. Box 306C, BROADCASTING.

First phone beginner, desires immediate employment. Willing to announce. Fair voice. Prefer south. Jack Hefflefinger, 412 Delaney, Orlando, Florida.

Production-Programming, Others

Former public and station relation executive, 18 years experience broadcasting industry, desires return to station relation or public relation position. Excellent achievement record both in field and as director. Box 970B, BROADCASTING.

Washington, D.C., newspaperman, 20 years experience, including radio-tv, now legislative work, wants write and/or air news mornings, evenings, weekends, Washington areas station, to keep hand in. Solve news staff scheduling problems! Box 995B, BROADCASTING.

Newsman reporter and newscaster experienced in police, court, political, education, government news and features—straightforward interpretive reporting, professional delivery—college, car, best references—interested radio or tv news work. Box 142C, BROADCASTING.

News director. Experienced newsman in major market seeks position as news director with reputable station. Earnings now $8,000. College graduate, married. Resume. Box 205C, BROADCASTING.

News director seeks news position on Columbus or Cincinnati area station. College graduate. Presently employed. Top references. $150 minimum. Box 246C, BROADCASTING.

Experienced program director and announcer in all fields of radio. Presently employed. Salary $7500 annually. Box 266C, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Need knowledgeable young pd? Good market? Million-market assistant ready! Box 277C, BROADCASTING.

Newscaster; presently employed at large regional news operation, writing, editing, airing own copy. Married, mature. Will weigh all offers. Box 300C, BROADCASTING.

Versatility plus—Program director-newscaster-announcer. Seeks responsible career position with adult radio station, preferably with tv affiliate. 4 years experience, B.A. Degree in Speech. Mature, married, vet. Immediately available for personal interview, eastern seaboard states. $100 plus. Box 325C, BROADCASTING.

Well qualified in all phases of radio and tv production. Excellent announcer. 8 years station . . . 2 years agency experience. Degree. Married. 29. Seek career position in or near Charlotte, N.C. Box 331C, BROADCASTING.

Woman—Religious-music programmer. Diversified, extensive background, training, experience. Box 336C, BROADCASTING.

15 year radio man desires to relocate as program manager, 4 years prior experience in medium market. Past 2½ personality show and staff in Detroit. Top references. Call or write Dick French, WJBK, Detroit, TR 3-7400 or PR 2-9838.

TELEVISION

Help Wanted—Management

Manager for large television station in Latin America. Must have top-notch executive ability and background in television administration, sales and programming. Family man preferred with references to withstand closest scrutiny. This is an excellent position with good salary and unlimited potential for the future. Applicant must be fluent in Spanish. If you believe you possess the necessary qualifications, reply in Spanish immediately. All applications 100% confidential. Write Box 295C, BROADCASTING.

Sales

Hungry salesman wanted. We want a man hungry for fame as well as fortune. If you long for a territory of untapped potential, with challenge that will pay off for the right man, send your resume to us. Eastern network vhf station with lots of savvy and plenty to talk about, needs one more top man. Salary plus commission. Drifters, and those devoid of imagination and creative ability, stay away! Box 263C, BROADCASTING.

Announcers

Announcer, capable of good news delivery, able to handle live shows—interview, etc. Will consider young man with potential interested in advancement and learning. Box 271C, BROADCASTING.

WUSN-TV-Charleston, S.C., has immediate opening for qualified radio announcer who wants to move into television. Please send audio or videotape with resume and recent photograph to Ed K. Webb.

Technical

Wanted, transmitter engineer to operate at hill tv transmitter location. Living quarters, food allowance, good salary. Should be familiar with 5 and 20 kilowatt systems. Write Jim Brady, KIFI-TV, Idaho Falls, Idaho.

Television transmitter operator for KMVI-TV, Wailuku, Maui, Hawaii. Work 40 hours in three days, off four days every week. Write or call the station for details.

Transmitter supervisor for PT 25BH. Applicant should be very strong on transmitter maintenance. Good pay for right man. Contact Jim Lockerd, Chief Engineer, KSWO-TV, Lawton, Oklahoma.

First phone with vtr experience to install, maintain 3 Ampex vtr's. Contact Bill Fall, % WBAA Purdue University, Lafayette, Indiana.

Experienced studio technicians with technical training. 1st FCC required. Salary $5,000-$7,700. Chief Engineer, WTTW, 1761 East Museum Drive, Chicago 37.

YOU AIN'T HEERED NUTTIN' YET!

He's one of America's most exciting D-J'S

He's top rated in one of top 3 markets

He's unbeatable at play-by-play . . . in all sports . . . both live and re-created

He's an alert hard worker with unlimited ideas

He's got the best references and security in present position but is seeking a new challenge.

HE IS AVAILABLE!

Box 332C, BROADCASTING

Help Wanted—(Cont'd)

Production-Programming, Others

Art director: Experienced in tv art and photography. Must be creative, send resume and sample of art work to: Ronald Boyles, KHOL-TV, Holdrege, Nebraska.

TELEVISION

Situations Wanted—Management

Sales manager, small market NBC market affiliate, interested in moving to larger market in sales or management capacity. Box 322C, BROADCASTING.

Experienced tv sales manager. Hard worker as sales figures confirm. Presently employed, looking for new opportunity with greater potential than present market affords. Box 323C, BROADCASTING.

Sales

Professional sales representative—Highly successful and experienced in advertising and syndicated commercial package sales. Desires to associate with top quality tv production company. Box 326C, BROADCASTING.

Announcers

Broadcasting thirteen years, five exclusively television. News, all phases, my specialty. If yours is a "larger" market, if you're interested in authoritative, comprehensive news reports, let me give you full details. Box 268C, BROADCASTING.

Technical

Studio engineer, 7 years experience tv studio, transmitter operation and maintenance, wants permanent position. Prefer southwest. Box 280C, BROADCASTING.

First phone, tv background, available immediately, alert young married veteran. Box 298C, BROADCASTING.

1st phone, 4 years experience a.m. all phases. 4 years tv studio, video maintenance, construction, and remotes. Prefer northeast. Box 304C, BROADCASTING.

1st phone, 4½ years electronics, 1½ years radio, 8 months tv, former am chief. Desire tv studio, transmitter. Prefer west coast. 4021 S. Grand, Spokane, Wash. MA 4-1656.

Transmitter engineer: 10 years experience, 3 radio, 7 tv. Prefer east coast. Available October 1st. Harold M. Finch, 426 Washington St., Monroe, Michigan.

Production-Programming, Others

Five years experience, film director, producer-director, switcher-announcer, cameraman plus others. Box 184C, BROADCASTING.

TV newsman, college graduate, with six years reporting, writing and filming experience looking for news position with security. Box 329C, BROADCASTING.

TV newsman heading 3-man department at large southern station seeks new challenge as news director or staff member. Experienced legman, photographer, film editor, script writer, interviewer, and newscaster. Contact Bob Wesley, Apt. 700-L, Longview Road, Knoxville, Tennessee. 8-3211 or 5-8101.

For Sale

Equipment

FM antenna, transmission line, Magnecorder, mikes, jack strips, etc. Write Box 250C, BROADCASTING.

FCC legal General Radio am modulation monitor $150; Progar limiter $150; two WE 639A cardioid mikes $30 each, all in good condition; CubCorder—works. $25. FOB, COD. Box 275C, BROADCASTING.

10,000 watt GE—FM transmitter on air now. Top condition. $6500—going to higher power. Box 278C, BROADCASTING.

Schafer automatic program equipment. Used less than one year. Manufacturer's guaranteee 4 years. $7,500.00. Call Olean, N.Y. 2-0161.

FOR SALE

Equipment—(Cont'd)

RCA 66-A modulation monitor top condition. Panel newly refinished. New lettering. Price . . . $250.00. Freight prepaid, KNET, Palestine, Texas.

Complete DuMont flying spot scanner system. Consisting of 2 DuMont 16 mm projectors, 2 pedestals, 2 video amps., 2 power supplies and remote panel. Excellent condition. Price $7000.00 Contact E. Newton Wray, KTBS-TV Shreveport, La.

Gates remote—Model RDC-10 like new, with monitors and associated parts—$800.00 cash. Mr. Martens, C.E., WENN, FA 3-2341, Birmingham, Alabama.

1 30-foot custom-built completely equipped broadcast studio trailer. Equipment includes draperies, carpeting, 2 two-ton air conditioners, Western Electric console, outdoor speakers. Currently operating daily. Sell price $5,500.00. Direct inquiries to Ambert Dail, WGH Radio, Norfolk, Va.

Tower—immediate delivery—Utility heavy duty 185′ with lighting kit—dismantled—ready for shipment. WOKJ, Box 2667, Jackson, Miss. FL 4-4096.

Gates 1 kw fm transmitter with dual channel multiplex, new exciter. $3,500. CB-11 turntables with RCA transcr. arms and cabinets $100 ea.: Petron tape magazine repeater with cartridge (A-4) $80; D-4605. Box 433, Terre Haute, Indiana.

Nikor 16mm processing equipment $140.00; Pan-Cinor f/2.8 20-60mm lens with case $165.00; Moviola 16/16mm synchronizer $95.00; Pro-Junior tripod with panhead $100.00. All items used but in excellent condition. Roman Averbeck, 1238 North 12th St., Quincy, Illinois.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tuckahoe, N.Y.

Anything in broadcasting field from a tube to a tower sold or bought. Electrofind, 550 Fifth Avenue, N.Y.C.

Video monitors. Closed circuit and broadcast. Foto Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

Two used 5 kw am transmitters for sale at the price of one! In stock—one RCA 5D and one RCA 5 DX. Offering you either two individual 5 kw or one transmitter and practically 100% spare parts. Lot price, both transmitters as is, used complete with tubes and crystals, $5,000.00 cash, f.o.b. Quincy, Illinois. Phone or wire Gates Radio Company, Quincy, Illinois.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Western Electric fm transmitter WE 506 B2 10 kw requires only 10 watt exciter to put on the air. Price reduced to $3,000 to move immediately to make space for new transmitter. L.E. Latham. Box 7, Atlanta, Georgia, or call DRake 8-8808.

Tv Video monitors. 8 Mc., metal cabinets starting at $199.00. 30 different models 8" thru 24". Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

Giant 60 inch Hollywood searchlights for use at grand openings, movie premieres and of great help in securing radio or tv accounts. Complete units with 16.5 kw dc generator, ready to run, $1500. Contact J. Pile, Box 326 Arlington Heights, Ill., HEmpstead 7-3500.

WANTED TO BUY

Stations

Wanted: Construction permit in northeast, am or fm. Send complete information. Replies confidential. Box 269C, BROADCASTING.

Michigan station or construction permit. Top business references. Contact Hudson White & Company, phone GL 9-4336, Grand Rapids, Michigan.

WANTED TO BUY

Equipment

FM: Cash for transmitter monitor, antenna, etc. Also interested in purchase of operating stations. Box 745B, BROADCASTING.

FM kilowatt transmitter, monitor, microwave link, racks, etc. KJAZ, 2909 Telegraph, Berkeley, California.

Do you have white elephant on your hands? We are in need of complete fm station equipment. Have c.p. for hot spot in southern California ready to go. Prefer complete station setup. Write, wire or phone Cordell Fray, 8046 Fulton Avenue, North Hollywood, California, Triangle 3-1967.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting October 26, 1960. January 4, March 1, 1961. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

MISCELLANEOUS

Comedy for deejays!—"Deejay Manual", a complete gagfile containing bits, adlibs, gimmicks, letters, doubles, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-3), 65 Parkway Ct., Brooklyn 35, New York.

RADIO

Help Wanted—Sales

Outstanding Sales opportunity available with the Number One station in Canada's largest market. The man we are looking for already has a top job. Replies confidential, send information and references to:
Box 276C, BROADCASTING.

Production-Programming, Others

CONTINUITY WRITER

Immediate opening for continuity writer capable of assuming full responsibility. Rush resume qualifications and requirements to Dale Moudy, WING, Dayton 2, Ohio

Employment Service

GOT AMBITION?
Salesmen—Announcers—Engineers
Combo—Copy—Production—Mgmt.
GET A MIDWEST JOB
Write NOW for free Radio-TV application
WALKER EMPLOYMENT SERVICE
Broadcast Division
83 So. 7th St. Mpls. 2, Minn.
FE 9-0961

RADIO

Situations Wanted—Management

MANAGING DIRECTOR

Of a group of AM stations in major and medium markets desires to make a change in association. Have proven record of establishing top ratings and income. EXPERIENCED in AM and TV management control plus actual station management — Format and good music programming—Labor negotiating and policies—Overall financial matters—Evaluating markets and stations.

Would be interested in either group management or single station operation, AM or TV or combination. Your reply held confidential.

Box 314C, BROADCASTING

RADIO MANAGER
Available

13 years top exec. positions with two of largest multiple operators —large competitive metropolitan markets. Excellent industry references. Replies Confidential.

Box 324C BROADCASTING

Announcers

ART ROBERTS

TOP rated D.J. in major market, turns sights on **Programming.**

with: **K**nowledge
nack
now-how

I can have your station dominant in its market.

Call:—FRontier 9511

Write:—5390 Lakeshore Road, Hamburg, N.Y.

TELEVISION

Situations Wanted—Announcers

ATTENTION:
EAST & MIDWEST TV & RADIO-TV

Do you need a man currently in a major market? 12 years experience as personality, sports director (play-by-play), newsman and P.D. TV spots in 2 of top 10 markets? 28, college, married, family? If so contact:

Box 302C, BROADCASTING

TELEVISION

Help Wanted—Technical

SALES ENGINEER
MID-WEST

Major mid-west broadcasting equipment manufacturer has opening for sales engineer to travel and call on radio stations in the mid-west area. Technical background essential. Candidate should have previous successful sales experience or sales aptitude with a deep desire to make selling his career.

Attractive salary, expenses, and incentive bonus systems provide high earning potential. This is a permanent position with an excellent future with a growing company. Send complete resume with photo, if available to:

Box 244C, BROADCASTING

Production—Programming, Others

EXECUTIVE PRODUCER

Major educational TV production center seeks experienced executive producer to create, plan and oversee educational TV network program production. Salary commensurate with capabilities. Permanent, fulltime position. Send full background details.

Box 330C, BROADCASTING

FOR SALE

Equipment

Splendid used Raytheon one-watt portable color microwave system with audio and complete with two pedestal mounts if used for fixed operation, cables, one 8' x 12' passive reflector, four-foot dishes and feeds one radome 1000 watt and 500 watt voltage stabilizers. Current market price $12,500.00. A steal at $7,500.00 FOB shipping point in southeast. Subject to prior sale. Reply:

Box 805B, BROADCASTING.

WANTED TO BUY

Stations

WANTED

To lease station with option to purchase. If you have a new station, or station in financial trouble we are interested. Or will purchase station for small down payment. Will consider any area. Also interested in FM stations. Write in confidence to:

Box 267C, BROADCASTING.

MISCELLANEOUS

BROADCAST PRINTING

New Approved
STANDARD BILLING FORMS FOR RADIO/TV SPOT
as recommended by SPONSORS, Agency Financial Groups
1,000—$6.95, 2,000—$11.00, 5,000—$24.00.
Check with order. Delivery within 3 days.
Send copy for your imprint.

FREEBERN PRESS, INC.
Hudson Falls, N.Y.

PROMOTIONAL MATERIAL

Over 200 station breaks, news cliches, and promotional material designed to make your station SPARKLE! 10 pages of audio radiance for your radio audience .....$5 postpaid

I•D•eas
110 A Palo, Duro, Amarillo, Texas

Specializing in Broadcast Telemetry

Radio Remote Control and Multiplex Systems
For
STUDIO TRANSMITTER LINKS
John A. Moseley Associates
Box 3192 Woodland 7-1469
Santa Barbara, California

FOR SALE

Stations

5,000 WATT FULLTIMER

Located in large market area on Florida Gold Coast. Station billing around $15,000 a month at present, but has unlimited, undeveloped potential. Price $500,000 with 29 per cent down. If you are financially qualified and sincerely interested, write:

BOX 117C, BROADCASTING

1,000 WATT DAYTIMER

Located on Florida east coast, billing around $3,000 a month, with unlimited potential. Station owns studios, leases land for $1.00 per year. Price only $100,000 with $42,000 down. Write:

Box 118C, BROADCASTING

STATION FOR LEASE

Good metropolitan market $7,000.00 cash required—Good lease arrangement for experienced people.

Box 319C, BROADCASTING

FOR SALE

Stations

PACIFIC NORTHWEST FULLTIME

Only station in large county. Grossing $80,000 asking $100,000 including good real estate. Terms.

Box 333C, BROADCASTING.

PACIFIC COAST STATE

Fulltimer grossing $60,000 and showing good earnings. Absentee owner anxious for quick sale and will accept $70,000 with $20,000 down and balance over 10 years. Valuable real estate included.

Box 334C, BROADCASTING.

Ariz.	Small	Fulltime	$73M	terms
Calif.	Small	Fulltime	68M	15dn
Tenn.	Single	Daytimer	62M	cash
Va.	Single	Fulltime	57M	15dn
La.	Single	250w	107M	30dn
Ga.	Single	Fulltime	175M	29%
Va.	Single	Daytimer	80M	25dn
Ala.	Medium	250w	65M	22dn
Fla.	Medium	Regional	230M	terms
Wyo.	Medium	1kw-D	125M	29%
La.	Medium	Fulltime	158M	terms
Texas	Medium	1kw-D	225M	29%
Wash.	Metro	1kw-D	85M	30dn
Texas	Metro	1kw-D	130M	29%
Calif.	Metro	FM	49M	13dn

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Please Address:
1182 W. Peachtree St., Atlanta 9, Ga.

GUNZENDORFER

CALIFORNIA. Big market fulltimer. *$250,000.00* terms.

NEVADA. $29,000 down. Full price *$100,000.00.*

IDAHO. $27,500 down. Asking price *$95,000.*

WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers *Financial Consultants*

VHF TELEVISION STATION

Western multi-station market. Long steady revenue growth. Now on the threshold of showing profit. Future revenue growth assured. Substantial loss carry forward. Boom market. Handsome facilities. Network. $425,000 cash for corporation free and clear including $200,000 fixed and $75,000 quick assets.

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D.C.

Tv and Radio Consultants — Licensed Brokers

FOR SALE

Stations

To buy or sell a Radio-TV property:

PATT McDONALD CO.

Box 9266, Austin 17, Texas. GL 3-8080
Or:
Jack Koste, 60 E. 42nd, N.Y. 17, N.Y., MU 2-4813
Dick Watts, Box 701 So., Houston, Texas, HU 6-7400

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters' Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

CALIFORNIA. (a) Exclusive. Full time. $75,000 with 29% down. (b) Fine prosperous community. Daytime. $175,000 with 29% down.

SOUTHWEST. Growing market. Powerful daytimer. Absentee owned. Asking $110,000 with 29% down.

ROCKY MOUNTAIN. Full time. Exclusive. Doing $50,000 per year. Asking $55,000 with 29% down.

NORTHWEST. Daytimer. Excellent frequency. Did $58,000 last year. Asking $68,000 with 29% down.

SOUTHWEST. Full time. Network. Asking $75,000 with 29% down.

TOP 100 MARKETS. Southwest. Daytimer. Asking $120,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Dollar for Dollar

you can't beat a classified ad for getting top-flight personnel

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 108

BP-12314—New Garden City, Mich., Livonia Bcstg. Co., Req: 1090 kc, 250 w, DA-1, unl. (In pending file re revised sec. 1.351 of commission rules).

Applications Deleted from Public Notice of September 24, 1959:

BP-12359—New Redwood City, Calif., Redwood City Radio Inc., Req: 850 kc, 1 kw, DA-1, unl. (In pending file re revised sec. 1.351 of commission rules).

BP-12360—New Redwood City, Calif., Hometown Bcstrs. Req: 850 kc, 500 w, DA-1, unl. (In pending file re revised sec. 1.351 of commission rules).

Application Deleted From Public Notice of February 18, 1960:

BP-12689—New Tracy, Calif., John Patrick Gallagher, Req: 710 kc, 500 w, unl. (In pending file re revised sec. 1.351 of commission rules).

Application Deleted from Public Notice of March 18, 1960:

BP-12837—New North Atlanta, Ga., North Atlanta Bcstg. Co., Req: 680 kc, 5 kw, DA-1, unl. (In pending file re revised sec., 1.351 of commission rules).

Application Deleted from Public Notice of March 25, 1960:

BP-12891 New Redwood City, Calif., Western States Bcstg. Co., Req: 850 kc, 500 w, DA-1, unl. (In pending file re revised sec. 1.351 of commission rules).

Application Deleted from Public Notice of April 21, 1960:

BP-13097 New Houston, Tex., Lake Huron Bcstg. Corp., Req: 1070 kc, 10 kw, DA-1, unl. (In pending file re revised sec., 1.351 of commission rules).

Application Deleted from Public Notice of July 8, 1960:

BP-12468—New Tampa, Fla., Tamark Bcstg. Co., Req: 810 kc, 500 w, DA-1 unl. (In pending file re revised sec. 1.351 of commission rules).

Application Deleted from Public Notice of Aug. 2, 1960:

BP- 13333—New Clovis, N.M., Norman E. Petty, Req: 680 kc, 500 w, DA-1, unl. (In pending file re revised sec. 1.351 of commission rules).

NARBA Notifications

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to Recommendations of the North American Regional Broadcasting Agreement engineering meeting.

730 kc

CKDM Dauphin, Man.—10 kw D, 5 kw N DA-N unl.

800 kc

CHAB Moose Jaw, Sask.—10 kw DA-N unl.

920 kc

CKCY Sault Ste. Marie, Ont.—10 kw D, 5 kw N DA-2 unl.

950 kc

CKBB Barrie, Ont.—10 kw D, 2.5 kw N DA-2 unl.

980 kc

CKNW New Westminster, B.C.—10 kw D, 5 kw N DA-1 unl.

CKGM Montreal, P.Q.—10 kw DA-1 unl.

CFPL London, Ont.—10 kw D, 5 kw N DA-2 unl.

1150 kc

CHSJ Saint John, N.B.—10 kw D, 5 kw N DA-2 unl.

1260 kc

CFRN Edmonton, Alta.—10 kw DA-N unl.

1320 kc

CKEC New Glasgow, N.S.—5 kw DA-N unl.

1340 kc

CFSL Weyburn, Sask.—1 kw D, 0.25 kw NR unl.

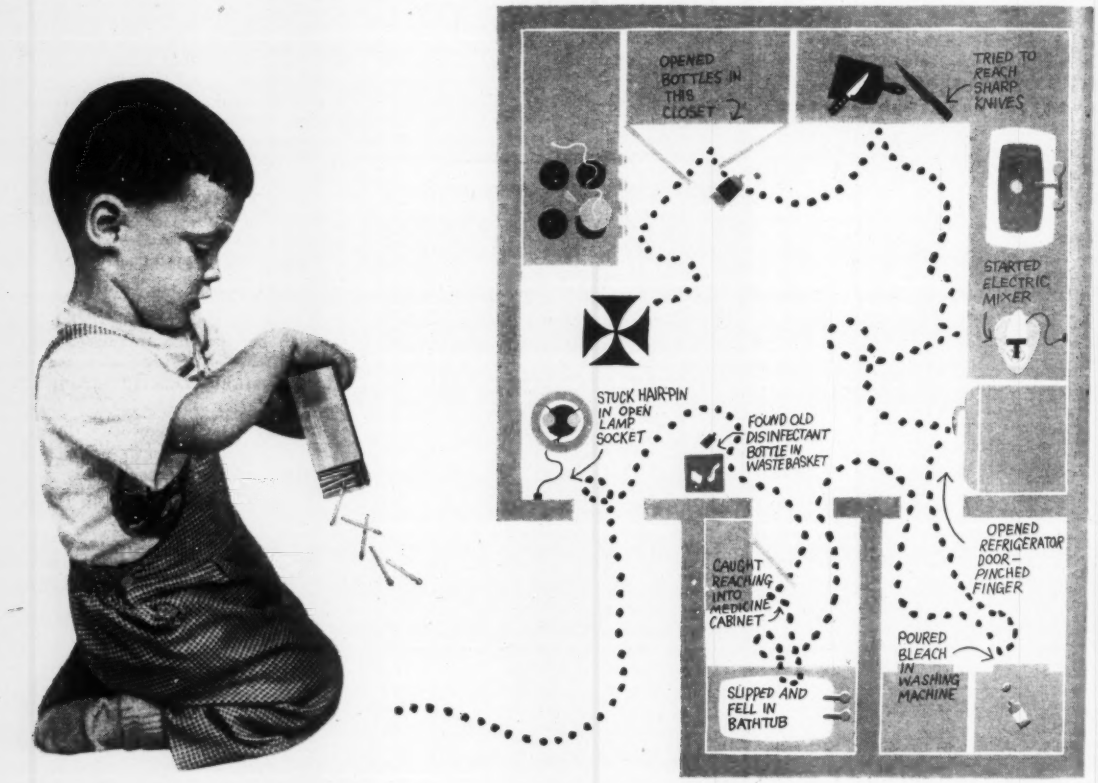
1330 kc

CBH Halifax, N.S.—0.10 kw ND unl.

1340 kc

CBH° Halifax, N.S.—0.10 kw ND unl.

NOTICE TO EDITORS—For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors) free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.


OPENED BOTTLES IN THIS CLOSET
TRIED TO REACH SHARP KNIVES
STARTED ELECTRIC MIXER
STUCK HAIR-PIN IN OPEN LAMP SOCKET
FOUND OLD DISINFECTANT BOTTLE IN WASTEBASKET
OPENED REFRIGERATOR DOOR—PINCHED FINGER
CAUGHT REACHING INTO MEDICINE CABINET
POURED BLEACH IN WASHING MACHINE
SLIPPED AND FELL IN BATHTUB

"What in the world will he get into next?"

(Facts about childhood's greatest enemy—accidents)

TO A LITTLE boy or girl, everything in the world is interesting. But in finding out "the why of things," a great many youngsters are hurt or crippled or killed.

It's a mistaken belief, however, that young children are bound to have accidents—and that it's useless to try to prevent them. *In fact, many studies have proved that most childhood accidents need never happen.*

For example, consider the deadly threat of accidental poisoning. Each year several hundred thousand youngsters under the age of five swallow some kind of poison—and as many as 300 to 400 of these children die as a result.

These grim statistics could be drastically cut by observing the following simple precautions:

Store all drugs—especially flavored or brightly colored medicines—in a locked closet or cabinet.

Destroy all left-over medicines prescribed for temporary use. Don't throw them into a wastebasket where a child might find them.

Put all household products—disinfectants, insecticides, furniture polishes, bleaches, metal cleaners, lye, ammonia and acids—out of the reach and out of the sight of children. Replace covers or stoppers tightly.

Keep all potentially harmful substances in their original containers. Don't transfer them to unlabeled containers, particularly those meant to hold food or beverages.

Read all labels carefully, and follow warning directions to the letter—whether it's a label on a bottle of medicine or a container of paint solvent.

Find out if there's a Poison Control Center near you. These centers are ever ready to provide your physician with quick identification of poisonous ingredients and directions for emergency, life-saving treatment.

Metropolitan Life

INSURANCE COMPANY©

A MUTUAL COMPANY, 1 MADISON AVE., N. Y. 10, N. Y.

OUR RESPECTS TO . . .

Barton Arthur Cummings

"Thirty or forty years ago, Wall Street was the whipping boy. Today it's Madison Avenue."

This observation sums up the concern that Barton A. Cummings, president of Compton Adv., holds for "the disturbing 'image' about the advertising industry that is being built up and reinforced by the 'thought leaders' of the country." In recent months Mr. Cummings' speaking engagements have centered upon the "unfairness" of many educators, religious leaders and political officials who constantly take pot shots at advertising.

Mr. Cummings, who has assumed a leading role in the American Assn. of Advertising Agencies' project to cope with this problem, acknowledges there are "no easy solutions," but hopes AAAA can devise "certain approaches that can help clear the air."

It is understandable that Bart Cummings would be a stalwart figure in a project to uphold the advertising business. He was born into an advertising family; his entire business career (except for a strange interlude when he slit the throats of beef cattle) has been in advertising, and, finally, he has reached the pinnacle of success in a comparatively short span of years.

Barton Arthur Cummings was born in Rockford, Ill., on Feb. 4, 1914. His father, Earl Cummings, was the founder and owner of a local advertising agency who was content to earn a modest living and spend his life among longtime friends and relatives in Rockford.

Too Small ■ But Rockford was not young Bart's oyster. His friends recall that he was "the leader" in school and community activities. He was the "take-charge guy," amiable but firm, with a no-nonsense approach to any activity he undertook. He was drawn to advertising because of his admiration for his father, but old friends say he was determined to make his mark on a canvas much broader than Rockford's.

Throughout high school and later at the U. of Illinois, Bart Cummings was the "golden boy." He was an all-American football player at Illinois, but also was president of his fraternity, Phi Delta Theta, and a member of two honor societies, Sachem and Ma Wa Da. He received his degree from Illinois in 1935 and worked several months for his father's agency as a copy writer.

But Mr. Cummings was scanning a wider horizon. He told his father he wanted to try his hand at advertising with a larger organization. He approached a family friend in Chicago, who was associated with Swift International, and was told that if he agreed to work for six months in Argentina at Swift's plant there "to learn the business from the bottom up," he would be transferred later into advertising and sales.

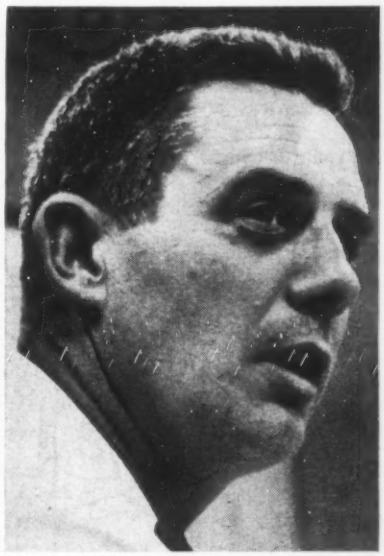
Bart Cummings liked the idea. He traveled to South America on a freighter, and went to work at Swift's—slitting the throats of beef cattle.

Deal's Off ■ When the six-month period ended, Mr. Cummings became disconcerted when a transfer to the advertising department did not materialize. He broached the subject to his superior but was told that he was scheduled to remain in the production department. He protested but was advised that the executive who made the promise to him had died.

Mr. Cummings returned shortly afterward to the United States and headed for New York. During this late fall of 1936, he started making the rounds of advertising agencies. He was accepted as an office boy-trainee at Benton & Bowles.

He progressed rapidly at B&B. He moved from office boy to traffic clerk to copy writer and in 1941 was appointed a copy supervisor.

Shortly after Pearl Harbor, he went to Washington to work with the Office of Price Administration and the Office of War Information, where he did considerable writing for economist Leon Henderson. It was during this period that Mr. Cummings' skill at administration was noticed.



COMPTON'S CUMMINGS
A bum steer didn't stop him

He joined the Navy in the fall of 1943 as a junior grade lieutenant, attached to the amphibious forces of the Seventh Fleet in the Pacific. He was released as a lieutenant commander in the fall of 1945.

Moving Up ■ The tempo of his career quickened after the war. He joined Maxon Adv., New York, as an account executive on Ford in late 1945 and a year later was elected a vice president of the agency. In the fall of 1947, he moved over to Compton Adv. as an account executive on Procter & Gamble, and his upward climb continued.

"You knew almost from the start," a veteran Compton executive comments, "that Bart would end up as president of the agency. He seemed to take hold naturally and everybody took to him, liked him."

By 1952 he was a vice president and a director of the agency, participating in general administration and working with clients on products and services of a variety of advertisers. In January 1955, a month short of his 41st birthday, he was elected president of Compton.

Friends and colleagues agree there is no simple explanation for Mr. Cummings' success. But they point to such attributes as his physical vigor (he is 6 feet, 5 inches tall, trim and athletic), sustained drive and ambition, straightforward charm and native intelligence.

In speech and manner, Mr. Cummings is unpretentious and forthright. A long-time business colleague thinks Mr. Cummings' forte is "his terrific feeling for people, his understanding of their needs and wants."

There is no gainsaying that Mr. Cummings is the fair-haired boy who made good. A look at Compton's billing chart shows that business was at the $43 million level when Mr. Cummings assumed control in 1955. This year Compton's billing should be in the neighborhood of $90 million.

Mr. Cummings married the former Regina Pugh of Brooklyn in 1941. They make their home in Scarborough, N.Y., with their three children—Ann 19, Peter 17 and Susan 16. Mr. Cummings is active in the AAAA and enjoys hunting and fishing in the Adirondacks area in northern New York where he has a big log cabin.

The task ahead

THE NAB's long search for a president appears to be near conclusion. Once the new man is selected, the directors and members can turn their attention to another project that is equally important and perhaps more difficult—a reappraisal of the NAB's structure, function and relationship to other organizations to which broadcasters subscribe.

The need for reappraisal has been evident for some time, but the death last March of Harold Fellows required that a higher priority be given to the task of choosing a successor. That job is almost done. Now more and more broadcasters are anxious to get to work on the policy problems.

Their anxiousness is expressed in returns from a BROADCASTING survey of television station managers' attitudes toward the Television Information Office, as reported elsewhere in this issue. The vast majority of respondents think that TIO is doing a good job and that its job is essential, but many also wonder whether it properly belongs to a separate organization like TIO or to the NAB.

It was many years ago that this publication first advocated consideration of a federation of trade associations and groups in radio and television. It is an idea that is even more attractive today.

The kind of federation we have in mind would not deprive any organization of its individual character, but it would create coordination for mutual efforts and eliminate the areas of duplication that now exist.

The mechanics of a federation would take some study to design, but the broad purpose can be outlined simply. There would be an umbrella organization—the National Federation of Broadcasters might be its name—that would have the job of representing all of radio and television before the public and the government. It would also have the job of coordinating the activities of specialized organizations when those activities were in or near the area of public or government relations.

In this arrangement the charters of the specialized organizations would have to be reworked. A Radio Advertising Bureau or a Television Bureau of Advertising would be given autonomy in its special field—selling—but would be required by its own charter to submit to the orders of the national federation if it chose to function in relations with the public or the government.

How many of the existing organizations in radio and television would be suited to participate in a federation? That would be for each of them to say, but RAB and TvB come immediately to mind. Perhaps others like the Station Representatives Assn. could logically be woven in.

It seems to us that the operations of TIO would become part of the expanded operations of the national federation by nature of the primary assignment of the federation itself, and we say this with no intention to underestimate the job that has been done by TIO's director, Louis Hausman, and the Television Information Committee which Clair McCollough heads. It is structure we are talking about, not personalities. Indeed it seems to us that the surest guarantee of retaining talents like those now associated with TIO is to give them a sensible framework in which to operate.

Airspace pincers

BROADCASTERS are threatened with an airspace pincers in the licensing process because of a jurisdictional controversy between the FCC and the new Federal Aviation Agency.

At issue is who controls the airspace used for radio and television broadcasting. Tall towers for tv antennas are needed for maximum coverage under FCC criteria. The FAA's interest is the determination of hazards to air commerce, and it has moved under extremely dubious if not nonexistent authority to assert its jurisdiction over heights and location of towers.

The problem existed even before the advent of tv. Since the 1952 final tv allocations, devised to provide at least one television service to all parts of the country, the controversy has worsened. But the FCC has had the final word until now.

On Oct. 10, by presidential order, the decade-old Air Coordinating Committee goes out of existence. The FAA then takes over. In advance of this, the FAA has issued proposed regulations challenging the old procedure. It proposes to assert final jurisdiction over tower locations and heights and to conduct separate proceedings, totally apart from those of the FCC governing issuance of permits. Beyond this, it proposes to establish a system of antenna farms for the entire country. Conceivably this could displace many existing antenna sites for radio as well as tv, without regard to coverage patterns, co-channel assignments and other criteria imbedded in existing FCC rules.

If there is one thing certain in communications legislation, it is that the FCC is the sole and final arbiter in allocations of broadcasting facilities. This embraces approval of transmitting equipment, power, frequency and antenna height and location. These are the components that determine efficient coverage for prescribed areas.

The FAA's jurisdictional claim over tower heights and sites is in contravention of the explicit terms of the Communications Act. Until now, the Civil Aeronautics Authority, predecessor of the FAA, recognized this. In creating the FAA, Congress certainly did not intend to rescind the FCC's final authority over the allocations process. It therefore follows that the FAA has misinterpreted congressional intent.

Even under existing procedures, many stations have endured extreme hardships in seeking new locations for tall towers to enable them to improve service as the public interest requires. WHAS-TV Louisville, for example, has been trying for a half-dozen years to find a new site suitable to aviation authorities, but without success.

Dual or split jurisdiction would be untenable. The FCC should assert itself against FAA usurpation of its clear authority. If it fails in that, congressional or court action should be sought. The effort of government should be to simplify and expedite issuance of permits and not to complicate, hinder and delay.

Drawn for BROADCASTING by Sid Hix

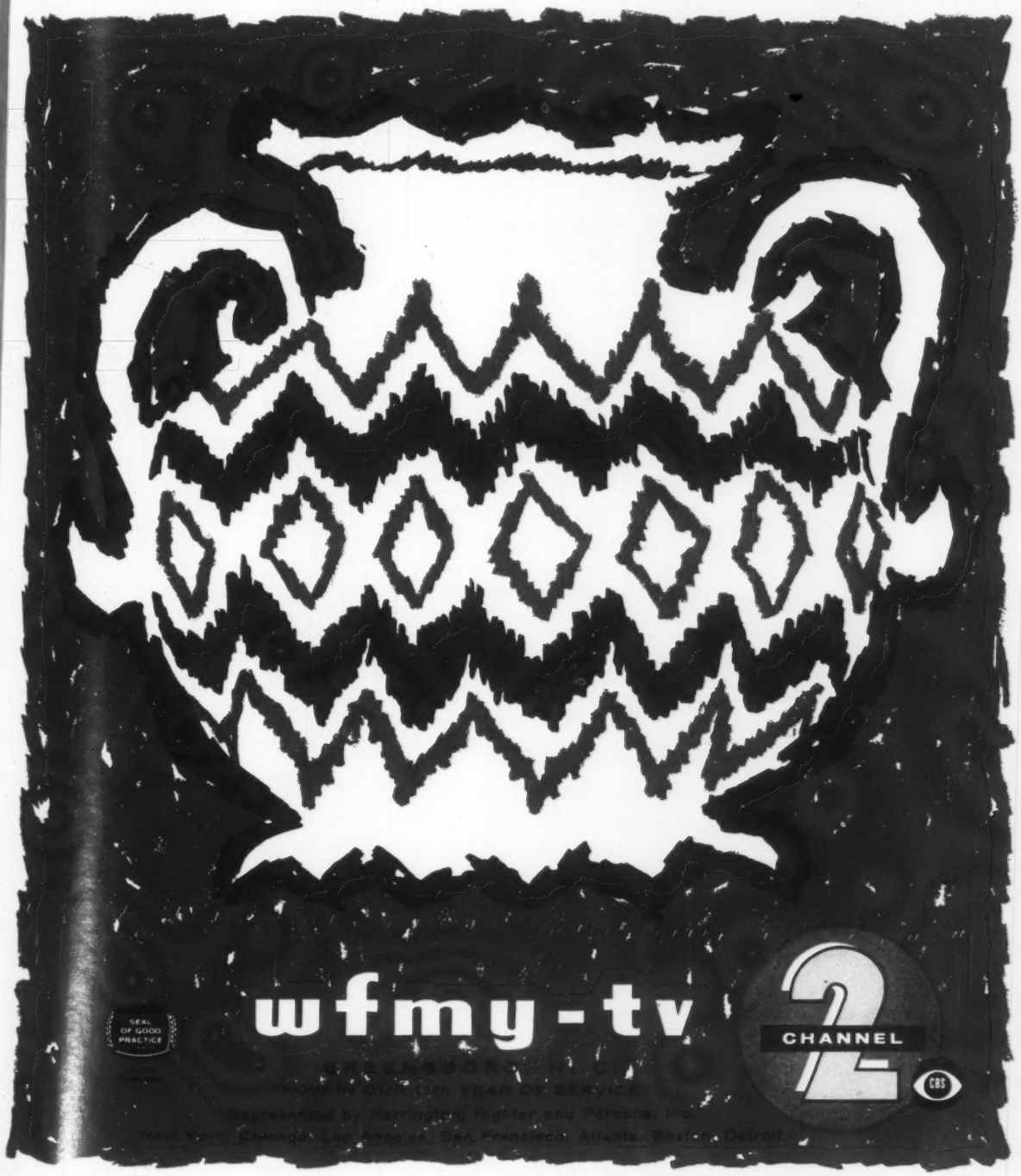
"Our client's dropping the bowling show! He's had labor trouble, and all that talk about strikes upsets him!"

CREATIVITY . . . wfmy-tv creates sales in the nation's 44th market*

This ancient Indian pottery is a product of someone's innate ability . . . creativity. Here in the *Industrial Piedmont* the one station with the proven ability to create sales is WFMY-TV.

To sell the nation's 44th market* (44 counties, 17 cities in all) . . . where 2.3 million customers have $3.2 billion dollars to spend . . . call your H-R-P rep today.

*Source: Television Magazine, 1960 Data Book



MACH I
The Falcons' Mascot which performs during halftime at every game.

KIMN

Proudly Serving

DENVER...

and bringing to this area...

THE AIR FORCE ACADEMY

Football Games!

A great team with a great schedule, and every game will be broadcast exclusively on KIMN—Denver's No. 1 station—with Fred Leo, outstanding sportscaster, doing the play-by-play for

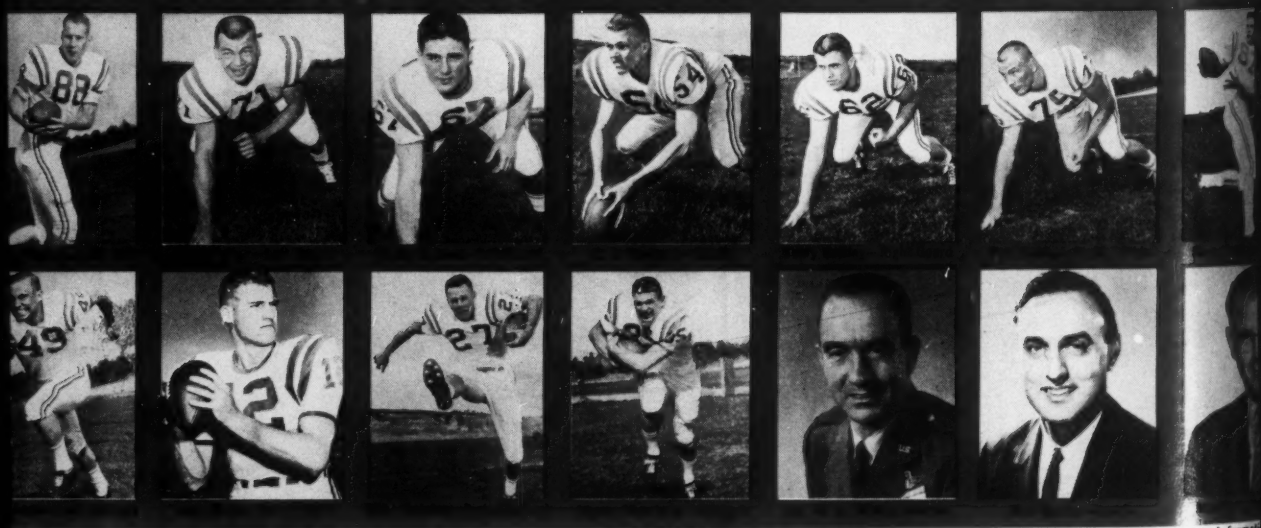
CONOCO
Hottest Brand Going

CONTINENTAL TRAILWAYS
Your Highway Host from Coast to Coast

THE FIRST NATIONAL BANK OF DENVER
Our Second Century of Service

who are proud to join with **KIMN** in bringing Denver some of the nation's finest football.

THE 1960 FALCONS



Director of Athletics

Sports Informat... Pres... College Sport... Directors of ...

KIMN

950 On Your Dial | 5000 Watts | CECIL HEFTEL, President
Represented Nationally by Avery Knodel, Inc. | Key Station Intermountain Network

KIMN